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Yukon Visitor Travel Survey
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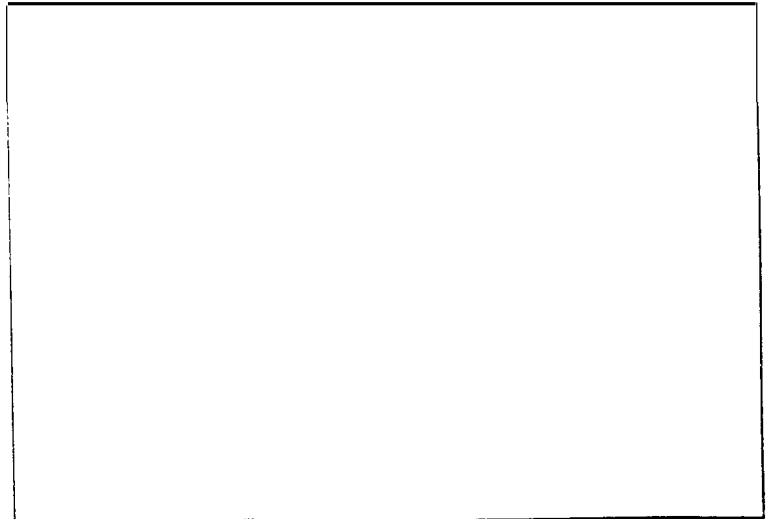
Sector:

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Statistics/Surveys

Research Paper

1992 Yukon Visitor Travel Survey



Yukon
Tourism
Bureau of Statistics

Yukon Visitor Travel Survey

1992

**Prepared for:
Government of the Yukon
Department of Tourism
Development Branch**

**Prepared by:
Government of the Yukon
Executive Council Office
Bureau of Statistics**



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EXECUTIVE SUMMARY

INTRODUCTION

The following report represents a **summary** of the results of the 1992 Yukon **Visitor** Travel Survey. Its objective is to describe and document the data and the data collection process. Commissioned by the Department of Tourism, the Bureau of Statistics has developed a focused survey oriented toward the Department's marketing information efforts. The results produced are to be used by the Department in their **planning** and policy formation process and, therefore, policy recommendations are beyond the scope of the Bureau's activities and this report.

The survey received exceptional co-operation and interest on the part of our visitors. Response levels and quality of information received have produced a sound base of **information** at the segment level. Where appropriate, the reader is given significance levels, identification of weighted and unweighted data, as well as cautions on use of certain detailed tabulation and the inferences that can be made from particular analyses.

The executive summary contains a brief synopsis of each major topic covered in the body of the report. The body of the text is presented in textual, graphical, and tabular formats. The appendices provide additional material useful in the interpretation of the 1992 Yukon **Visitor** Travel Survey.

The terms "weighted" and "unweighted" appear **throughout** the text and tables of this paper. They are defined as follows:

WEIGHTED: Refers to the procedure of weighting up or scaling up the survey results to "simulate" the entire population that requested information from the Department of Tourism. For certain tabulations and estimates, the sample was "weighted up" to an estimate of persons who came to the Yukon within the 68,463 requests for information considered in this study. (For example, 708 "yes I visited" were weighted up to 9,856, and 3,142 "no I did not visit" represented the balance of 58,607 inquirers.)

UNWEIGHED: Refers to the raw data of the respondents and has not been weighted or adjusted in anyway.

Finally, please note that the following results refer to the behaviour of those individuals who request information from the Department of Tourism and do not necessarily represent a profile of **all** visitors to the Yukon. The broader profile has been defined by the 1987 Visitor Exit Survey. An analysis of the Visitor Exit Survey is available upon request from the Yukon Government Department of Tourism.

HIGHLIGHTS

According to Yukon border crossing statistics for the period June-September 1992, there was a 17.3 percent increase in the number of non-resident travelers entering the Yukon through Canada Customs points of entry (250,447) compared with the same period in 1991 (213,624).

The 1992 **Visitor** Travel Survey indicates that the typical length of stay jumped to 8.25 days from 7.75 days in 1991. During this period, the typical spending per person per day declined to \$47.92 from last year's survey result of \$57.97.

Inquiry Rates

- . The **largest** number of inquiries for the Yukon information package originated from the Canadian Response Campaign (21,084 inquiries).

Response Rates

- . The highest response rates belonged to the newspaper segment of Destination Yukon (53.9%), closely followed by Unsolicited Inquiries (53.00/0).

Conversion Rates

- . The overall conversion rate for all segments was 14.9°/0. (950/0 confidence intervals are shown in Tables 4.1 and 4.2).
- . The highest conversion rate was for Unsolicited Inquiries (29.80/0). The Canadian Response Campaign followed at 15.170.

Expenditures

- . Overall, Canadian visitors travelled in parties of 2.5 persons for a typical trip duration of 9.5 nights which translated into a total expenditure of \$1,212.50 or \$133.93 per party per night or \$49.82 per person per night. (Note that the figures are not averages but trimeans, a measure of centrality more appropriate for expenditure figures).
- . Similarly, American visitors overall travelled in parties of 2.25 persons for fewer nights (typically, 6.5 nights) resulting in total expenditures of \$718.75, or \$115.00 per party per night or \$48.66 per person per night.

Material Impact

- . Of those who requested the information, 91.2'% (of responding inquirers) stated that they received the information.
- . 8.8°/0 of responding inquirers indicated that they did not receive the information they had requested.

Return on Investment

- The highest return on investment was from Unsolicited Inquiries at \$17.73 per \$1 invested.
- The Consumer Travel Shows provided the lowest return on investment at \$1.03 per \$1 expended.

Trip Profile

- 25.6% of responding visiting parties indicated that they came to the Yukon on a vacation, 19.8% mentioned wilderness and/or wildlife, while 15.5% said that they came to experience history and/or culture.
- More than two-thirds of responding visiting parties indicated that they intend to return to Yukon (72.7%).

Visitor Profile

- The typical party size for all campaigns was 2.5 persons per party, except the newspaper and Inflight segments of Destination Yukon (each at 2.25).
- Only 11.8% of responding parties travelled with persons under 15 years of age.
- 50.1% of visiting parties were made up of two persons, 17.6% travelled in parties of five or more, 16.2% in parties of four, 8.8% in parties of three, and 7.4% travelled alone.

ANALYSIS

1. INTRODUCTION

The Department of Tourism markets the Yukon in part by distributing visitor information to inquiries from both solicited and unsolicited sources. This travel information is provided free of charge upon request or receipt of a coupon form available either from promotional advertisements in published matter or from events such as trade shows and sponsored entertainment. Upon completion, this coupon provides a limited profile of information on those persons requesting information. This population frame is limited to those persons (whose place of residence is Canada or the U.S.A.) who indicated interest in receiving promotional information, rather than all visitors who actually come to the Yukon. By integrating the coupon information with a focused survey, a marketing evaluation tool is available. The aim is to determine conversion **behaviour** and provide party and expenditure characteristics of the “converted” visitor, that is, the visiting party that has requested and received the Yukon visitor information package and subsequently visited the Yukon.

In short, the Visitor Travel Survey (also known as the Coupon Conversion Survey) was initiated to evaluate the relative effectiveness of the visitor information marketing strategy as well as to determine the cost **efficiencies** of each of the media used. To this end, the Bureau of Statistics was requested to design and administer a survey and summarize the results. This research has been concluded and preliminary results of the survey have already been released for internal departmental use. This document represents the documentation of the survey as well as the dissemination of the final weighted numbers.

Due to changes in the methodology used to **analyse** this year’s survey, comparisons should not be made between the 1992 Visitor Travel Survey and those conducted in previous years. See Appendix Bon Methodology for details.

OBJECTIVES: The primary objective was to determine the effectiveness of the marketing campaign in selected segments as measured by:

- inquiry response rate
- visitor conversion rate
- costs per conversion
- a simple return on marketing investment

PROCEDURE: A random stratified sample was selected from persons who requested information about the Yukon. The **questionnaire** was designed to permit the analysis of the above objective. See Appendix B.

2. INQUIRY RATES

Given the marketing tools identified, inquiry rate refers to the number of inquiries received relative to the potential sub-population represented by each segment. A segment is a specific type of promotion used by the Department of Tourism to market visitor information. For certain segments, information regarding total potential audience was either not available or inappropriate.

HIGHLIGHTS:

- The largest source of inquiries for the Yukon Information Package originated from the Canadian Response Campaign (21,084 inquiries), followed closely by the Joint Yukon/Alaska Campaign (21,002 inquiries).
- . In terms of the inquiry rate (total number of inquiries divided by the potential audience), the direct mail segment of the Destination Yukon Campaign was highest with 7.6370.

Table 2.1 Inquiry Rate to Promotion, by Market Campaign

UNWEIGHED

	Potential inquiries (Circulation, 000)	Actual inquiries (no.)	Inquiry rate (%)
Canadian Response Campaign	5,726.0	21,084	0.37
Joint Yukon/Alaska Campaign	5,419.4	21,002	0.39
Unsolicited	..	11,201	..
Consumer Travel Shows	..	3,863	..
Destination Yukon	Newspapers 1,514.7	2,340	0.15
	Direct Mail 100.0	7,628	7.63
	Cdn. Air. Inflight 100.0	1,345	1.35

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix B on Methodology for more information.

Chart 2.1 Number of Inquiries, by Market Campaign

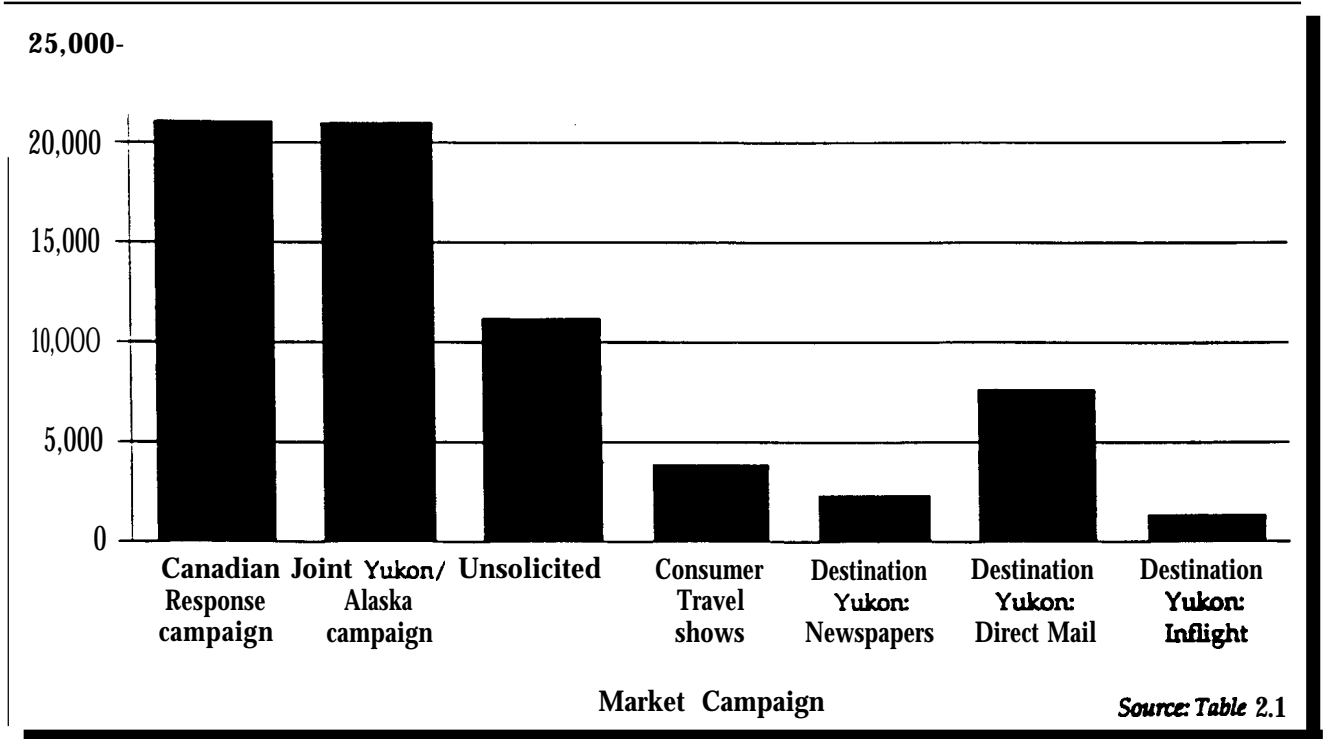


Chart 2.2 Print Media Percentage Inquiry Rates, by Segment, Canadian Response Campaign

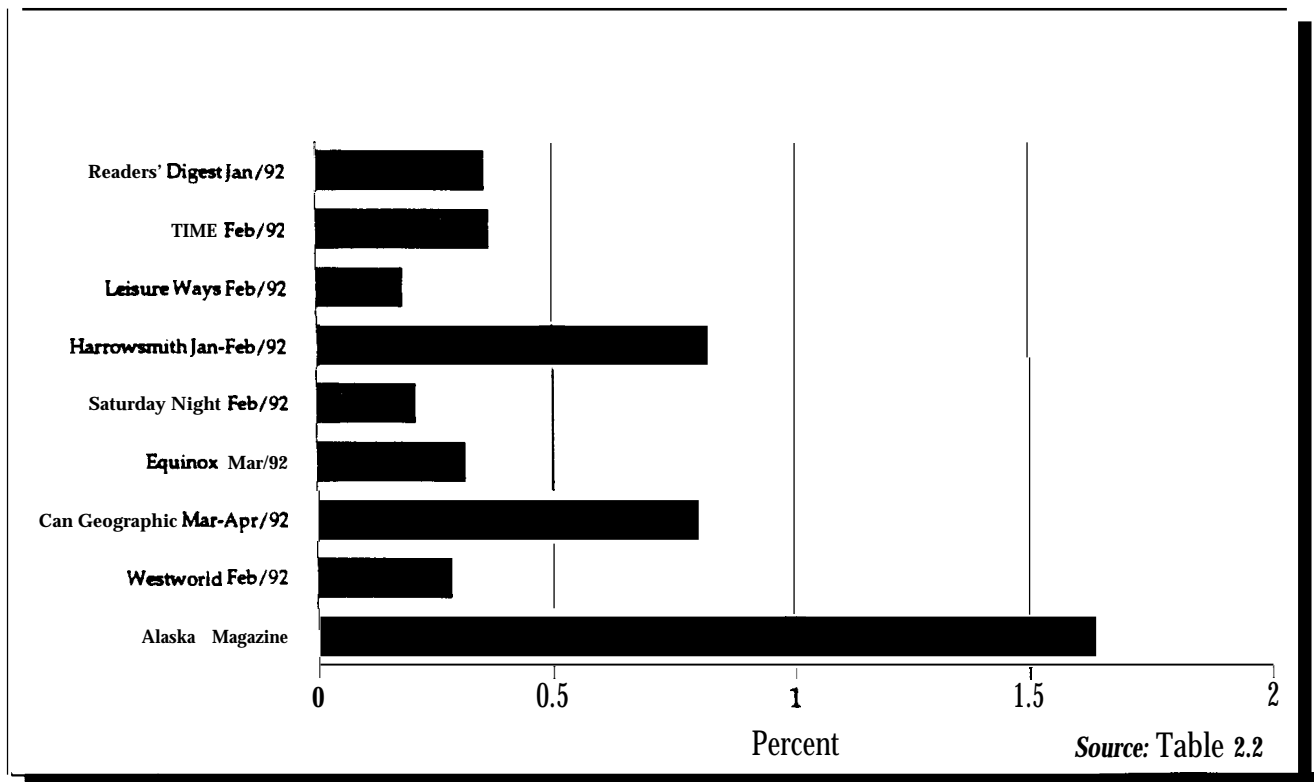


Table 2.2 Inquiry Rate to Promotion, by Campaign Segment

UNWEIGHED

		Potential inquiries (Circulation, 000)	Actual inquiries (no.)	Inquiry rate (%)	
Canadian Response Campaign	Readers' Digest Jan/92	1,067.0	3,828	0.36	
	TIME Feb/92	265.0	975	0.37	
	Leisure Ways Feb/92	1,529.0	2,834	0.19	
	Harrowsmith Jan-Feb/92	190.0	1,556	0.82	
	Saturday Night Feb/92	438.9	932	0.21	
	Equinox Mar/92	214.0	681	0.32	
	Can Geographic Mar-Apr/92	258.1	2,055	0.80	
	Westworld Feb/92	1529.0	4,384	0.29	
Joint Yukon/ Alaska Campaign	Alaska Magazine	235.0	3,839	1.63	
	Can Geographic Oct-Nov/91	208.0	1,641	0.79	
	Equinox Nov-Dec/91	153.2	1,175	0.77	
	TIME 28 Oct/91	265.0	1,099	0.41	
	Leisure Ways Oct-Nov/91	1505.0	1,616	0.11	
	Westworld Oct-Nov/91	1,505.0	4,086	0.27	
	Equinox Jan-Feb/92	153.2	1,374	0.90	
	Destinations Mar/92	300.0	1,352	0.4.5	
Unsolicited	Can Geographic Jan-Feb/92	208.0	2,083	1.00	
	Readers' Digest Feb/92	1,122.0	6576	0.59	
	Jnsol Dempster	..	128	..	
	Jnsol Guide & Map	..	7,290	..	
	Jnsol Hunting	..	79	..	
	Jnsol Fishing	..	416	..	
Consumer Travel Shows	Jnsol Hunting/Fishing	..	113	..	
	Pre-1992 Advertising (Late)	..	3,175	..	
	Road Show	..	1,640	..	
	Anaheim Trade Show	..	969	..	
Destination Yukon	Toronto Trade Show	..	786	..	
	Assn of Retired People	..	468	..	
	News- papers	Wall Street Journal	404.0	636	0.16
		Seattle Times	447.9	297	0.07
		Portland Oregonian	337.7	507	0.15
		Globe and Mail	325.1	900	0.28
	Direct Mail	Outside	27.4	1,959	7.15
		Backpacking	11.9	981	8.27
		Adventure Footprint	6.0	189	3.17
		National Audubon	17.7	1,282	7.25
American Wilderness		5.5	175	3.15	
Explorer		5.7	951	16.83	
Canadian Geographic		20.0	1,788	8.94	
Eddie Bauer	5.8	303	5.18		
Cdn Airlines Inflight	100.0	1,345	1.35		

Chart 2.2 Print Media Percentage Inquiry Rates, by Segment, Yukon/Alaska Campaign

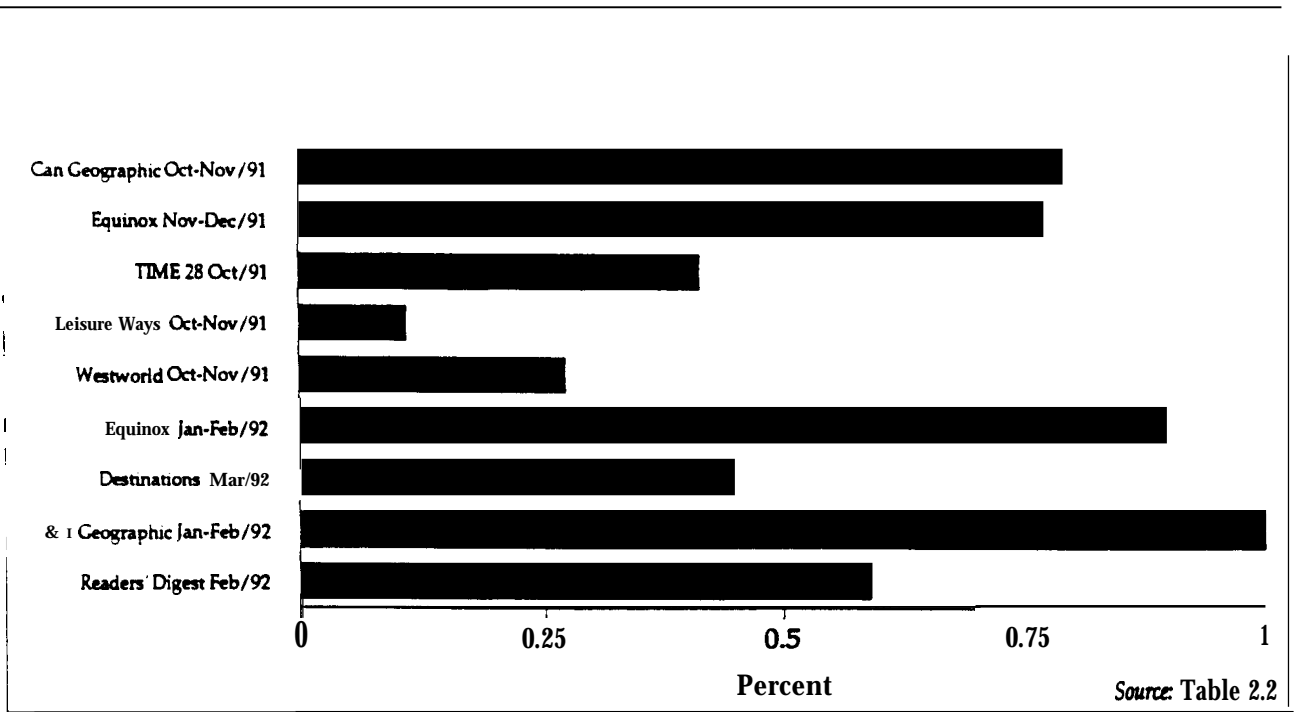
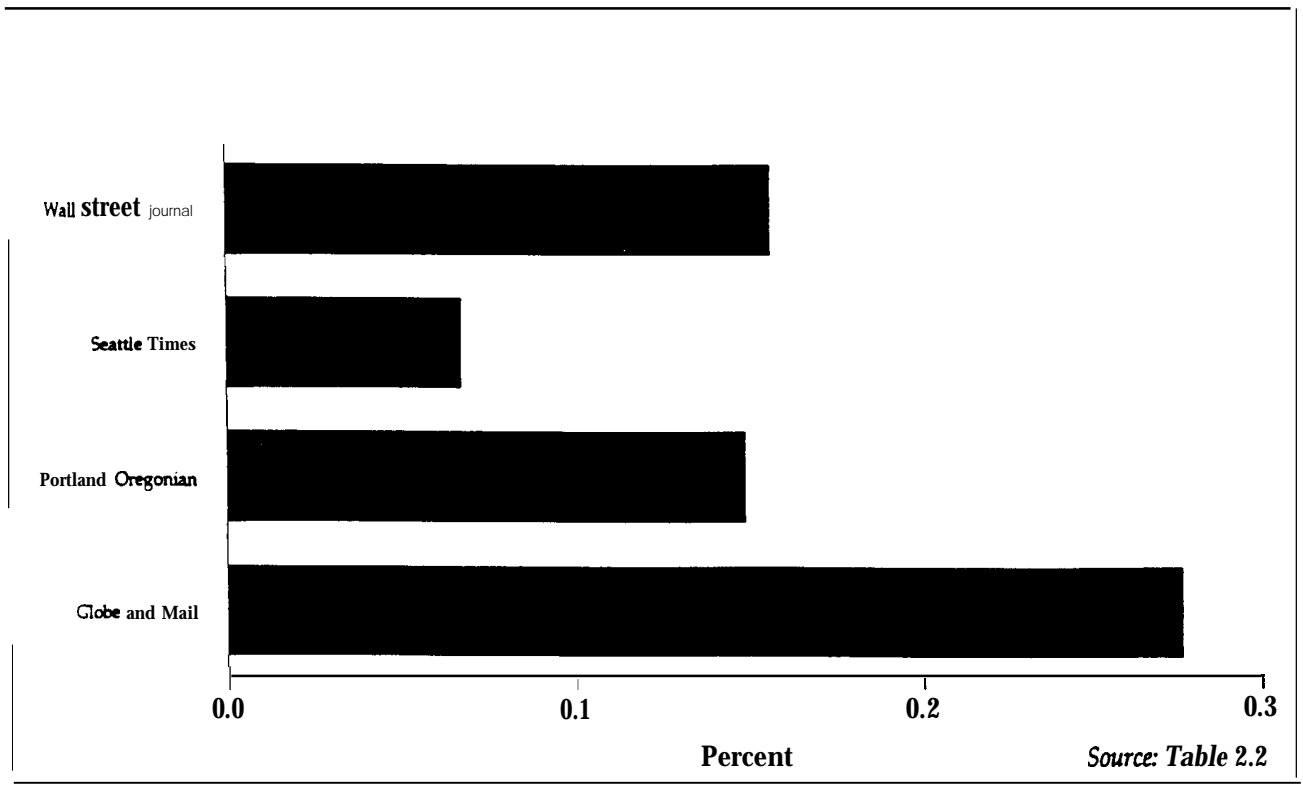


Chart 2.3 Print Media Percentage Inquiry Rates, by Segment, Destination Yukon (Newspapers Only)



3. RESPONSE RATES

Response rates refer to the number of individuals who received the survey questionnaire, answered the questions, and returned it to the Bureau of Statistics.

Segment strata were sampled using approximate sample sizes. For each campaign market segment, estimates were calculated accuracy to within 5 percent nineteen times out of twenty. Samples were drawn randomly from these strata. The following discussion pertains to the unweighted response rates.

HIGHLIGHTS:

- The highest response rate belonged to the newspaper segment of Destination Yukon (53.90/0), followed by Unsolicited Inquiries (53.0%).
- The Canadian Response Campaign and the Joint Yukon/Alaska Campaign both saw response rates of 43.1\$%0.
- Consumer Travel Shows received the lowest response rate, 30.3%.
- Among print-media campaign segments, the highest response rate was found for American Wilderness (56.0%), followed by Seattle Times (54.2%).

Chart 3.1 Response Rates, by Market Campaign

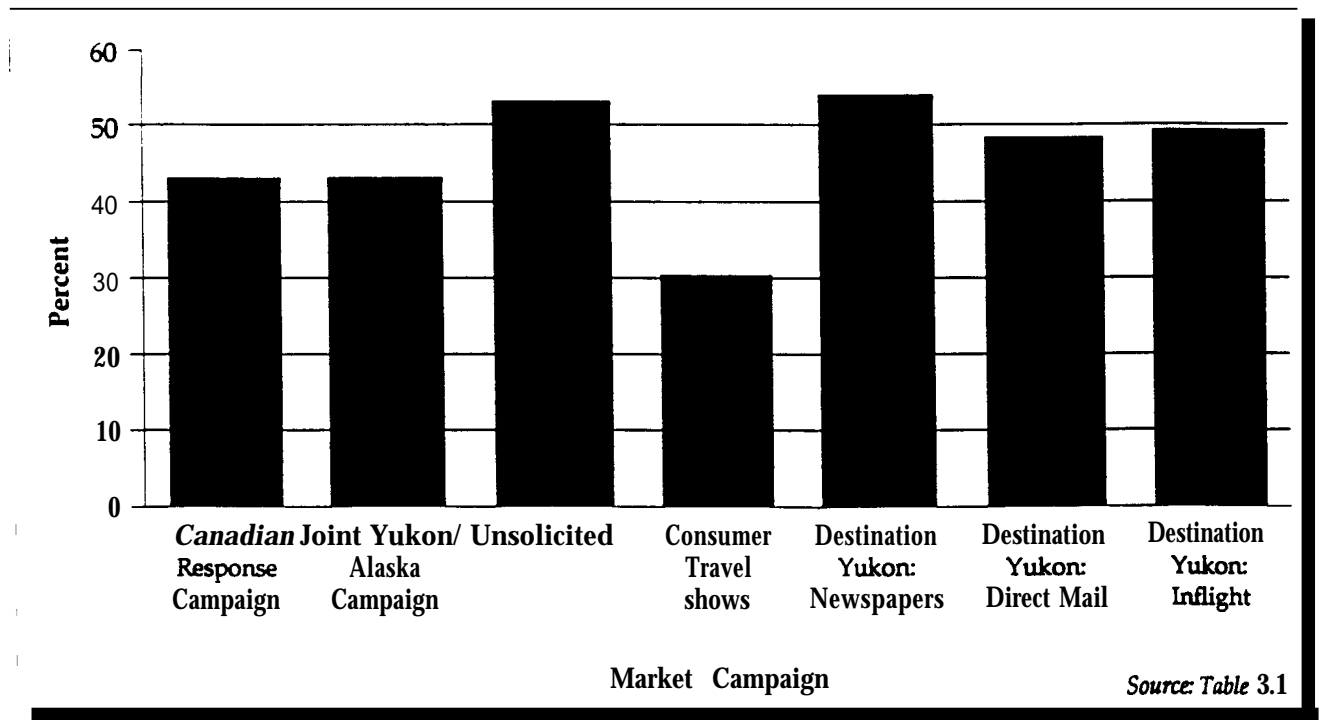


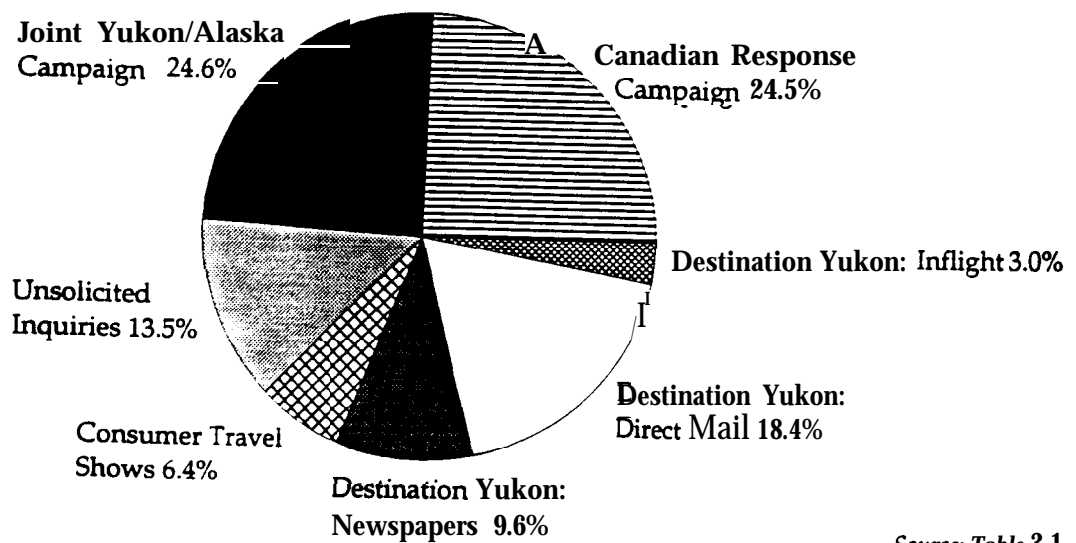
Table 3.1 Response Rates to Travel Survey, by Market Campaign

UN-WEIGHTED

	Survey sample size (n)	Un-weighted response to survey (n)	Percent of total (%)	Response rate (%)
Total of Campaigns	8,558	3,850	100.0	45.0
Canadian Response Campaign	2,184	942	24.5	43.1
Joint Yukon/Alaska Campaign	2,197	948	24.6	43.1
unsolicited	981	520	13.5	53.0
Consumer Travel Shows	814	247	6.4	30.3
Destination Newspapers	688	371	9.6	53.9
Yukon Direct Mail	1,463	708	18.4	48.4
Cdn. Air. Inflight	231	114	3.0	49.4

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix B on Methodology for more information.

Chart 3.2 Number of Responses as a Percentage of Overall Total, by Market Campaign



Source: Table 3.1

Table 3.2 Response Rates to Travel Survey, by Campaign Segment

UNWEIGHTED

		Survey sample size (n)	Unweighed response to survey (n)	Percent of total (%)	Response rate (%)	
Total of Campaigns		8,558	3,850	100.0	45.0	
Canadian Response Campaign	Leaders' Digest Jan/92	272	118	3.1	43.4	
	TIME Feb/92	213	82	2.1	38.5	
	Leisure Ways Feb/92	263	102	2.6	38.8	
	Farrowsmith Jan-Feb/92	239	108	2.8	45.2	
	Saturday Night Feb/92	210	86	2.2	41.0	
	Equinox Mar/92	189	85	2.2	45.0	
	Can Geographic Mar-Apr/92	251	109	2.8	43.4	
	NestWorld Feb/92	275	122	3.2	44.4	
Joint Yukon/ Alaska Campaign	Alaska Magazine	272	130	3.4	47.8	
	Can Geographic Oct-Nov/91	241	102	2.6	42.3	
	Equinox Nov-Dec/91	224	98	2.5	43.8	
	TIME 28 Oct/91	220	84	2.2	38.2	
	Leisure Ways Oct-Nov/91	240	87	2.3	36.3	
	Westworld Oct-Nov/91	273	143	3.7	52.4	
	Equinox Jan-Feb/92	232	107	2.8	46.1	
	Destinations Mar/92	232	89	2.3	38.4	
Unsolicited	Can Geographic Jan-Feb/92	252	107	2.8	42.5	
	Readers' Digest Feb/92	283	131	3.4	46.3	
	Unsol Dempster	73	52	1.4	71.2	
	Unsol Guide & Map	284	163	4.2	57.4	
	Unsol Hunting	66	36	0.9	54.5	
	Unsol Fishing	204	120	3.1	58.8	
Consumer Travel Shows	Unsol Hunting/Fishing	88	40	1.0	45.5	
	h-1992 Advertising (Late)	266	109	2.8	41.0	
	Road Show	241	78	2.0	32.4	
	Anaheim Trade Show	212	62	1.6	29.2	
Destination Yukon	Toronto Trade Show	199	62	1.6	31.2	
	Assn of Retired People	162	45	1.2	27.8	
	News- papers	Wall Street Journal	184	100	2.6	54.3
		Seattle Times	128	71	1.8	55.5
		Portland Oregonian	168	91	2.4	54.2
		Globe and Mail	208	109	2.8	52.4
	Direct Mail	Outside	249	123	3.2	49.4
		Backpacking	213	89	2.3	41.8
		Adventure Footprint	96	48	1.2	50.0
		National Audubon	229	113	2.9	49.3
		American Wilderness	91	51	1.3	56.0
Explorer		211	103	2.7	48.8	
Canadian Geographic		245	132	3.4	53.9	
Eddie Bauer	129	49	1.3	38.0		
Cdn Airlines Inflight	231	114	3.0	49.4		

Chart 3.3 Response Rates, Canadian Response Campaign

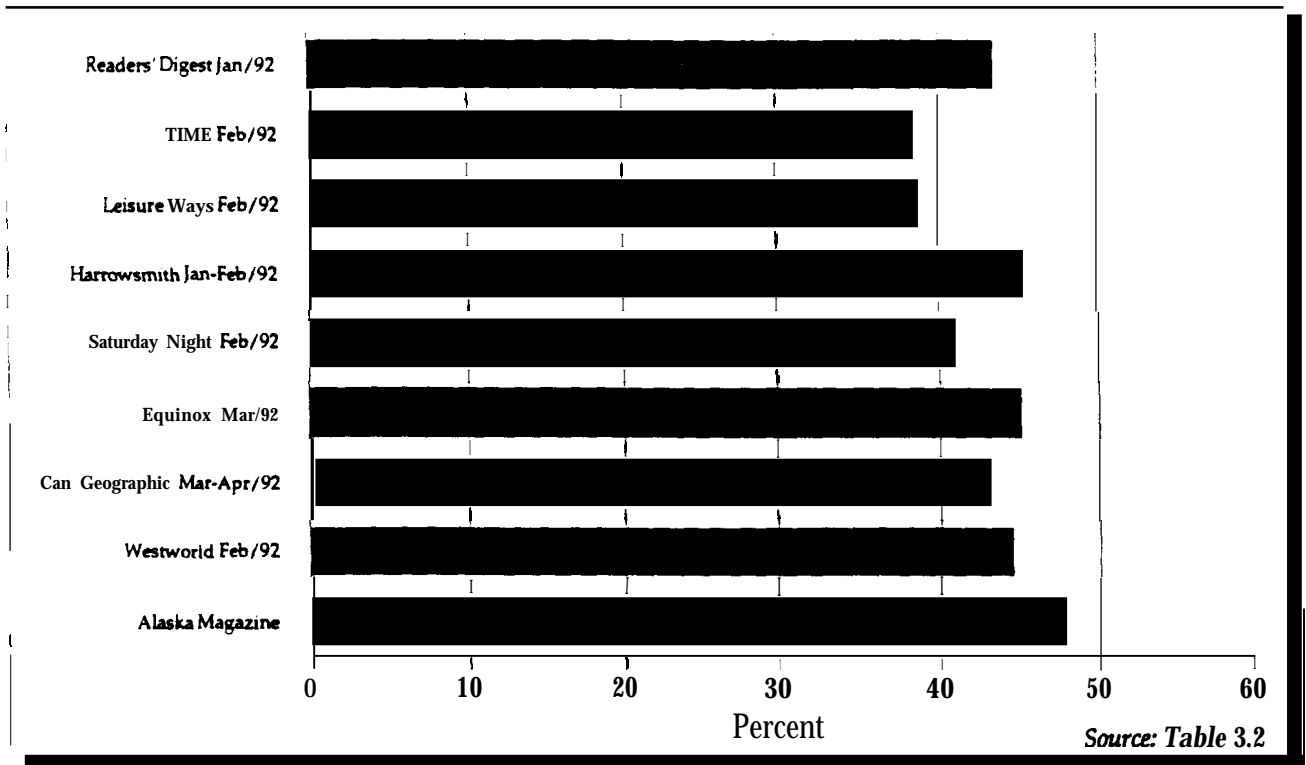


Chart 3.4 Response Rates, Yukon/Alaska Campaign

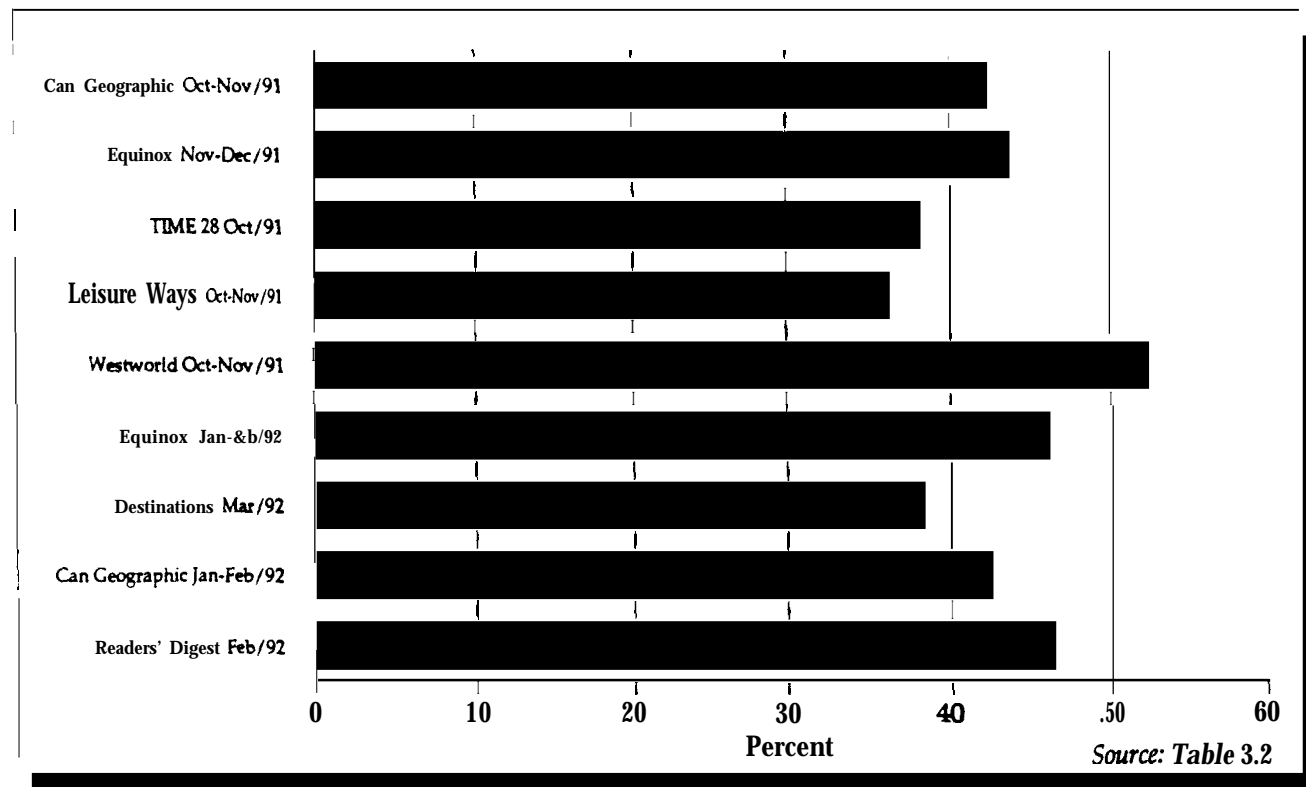


Chart 3.5 Response Rates, Destination Yukon Campaign: Newspapers

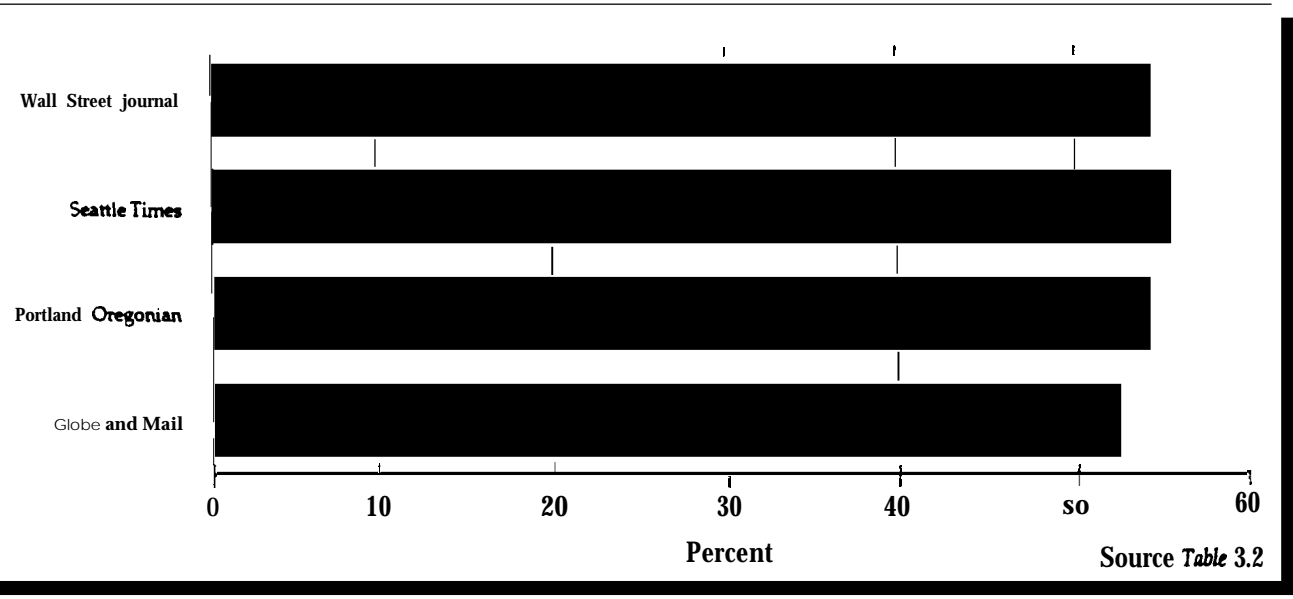
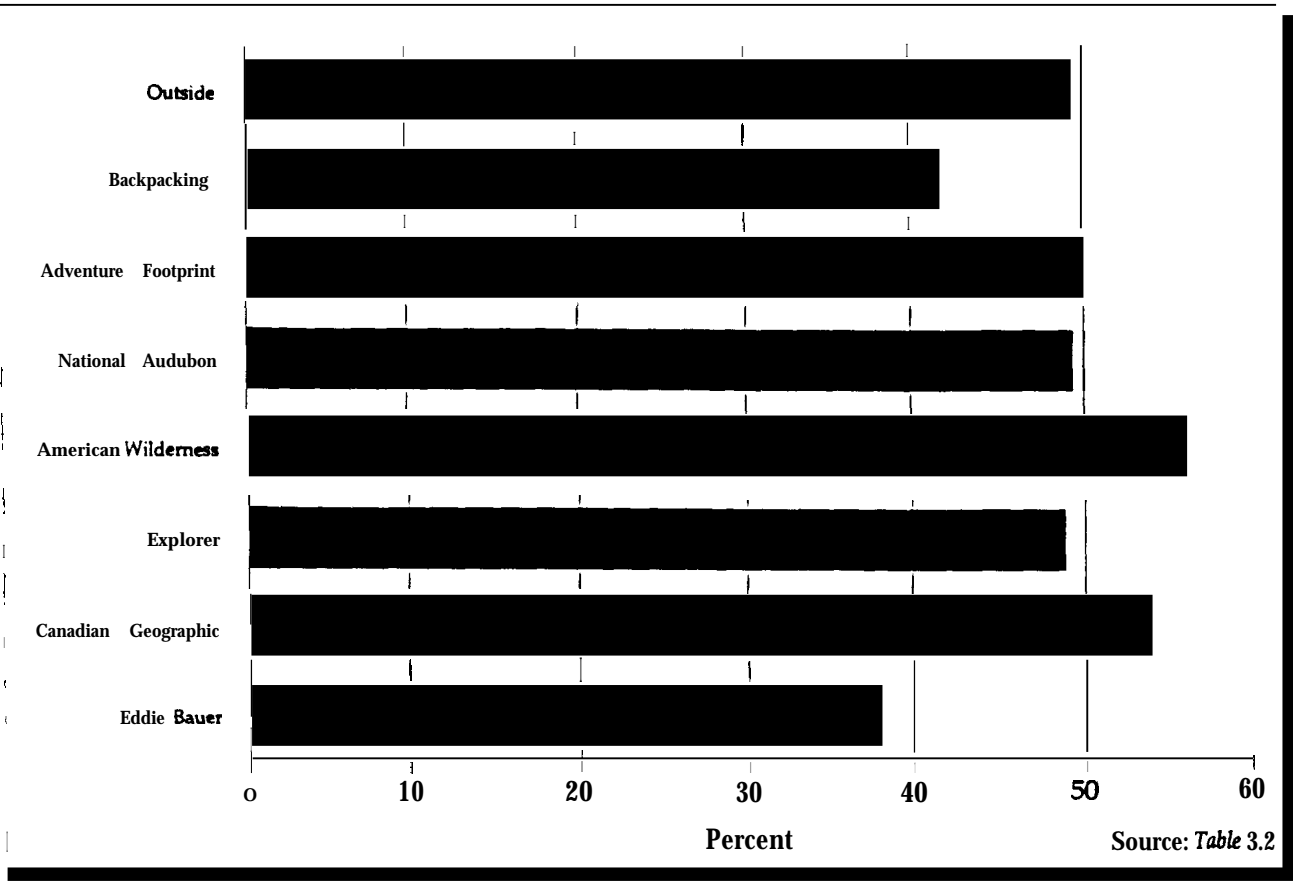


Chart 3.6 Response Rates, Destination Yukon Campaign: Direct Mail



4. CONVERSION RATES

In its simplest form, the conversion rate represents the ratio of persons who actually came to the Yukon (after receiving the requested information) to the total number of persons requesting information on the Yukon. The interpretation of this ratio is not strictly consistent as many persons have decided to visit the Yukon and request information as travel information rather than as an aid to the decision-making process. Despite this, the ratio is a valid indicator of the information's impact on the behaviour of the target population.

a) Conversion Rates by Market Campaign

HIGHLIGHTS:

- The overall conversion rate for all campaigns was 14.9%. (95% confidence intervals are provided in Tables 4.1 and 4.2).
- Unsolicited Inquiries accounted for the highest conversion rate (29.80%), followed by the Canadian Response Campaign (15.1%).

Chart 4.1 Conversion Rates, by Market Campaign

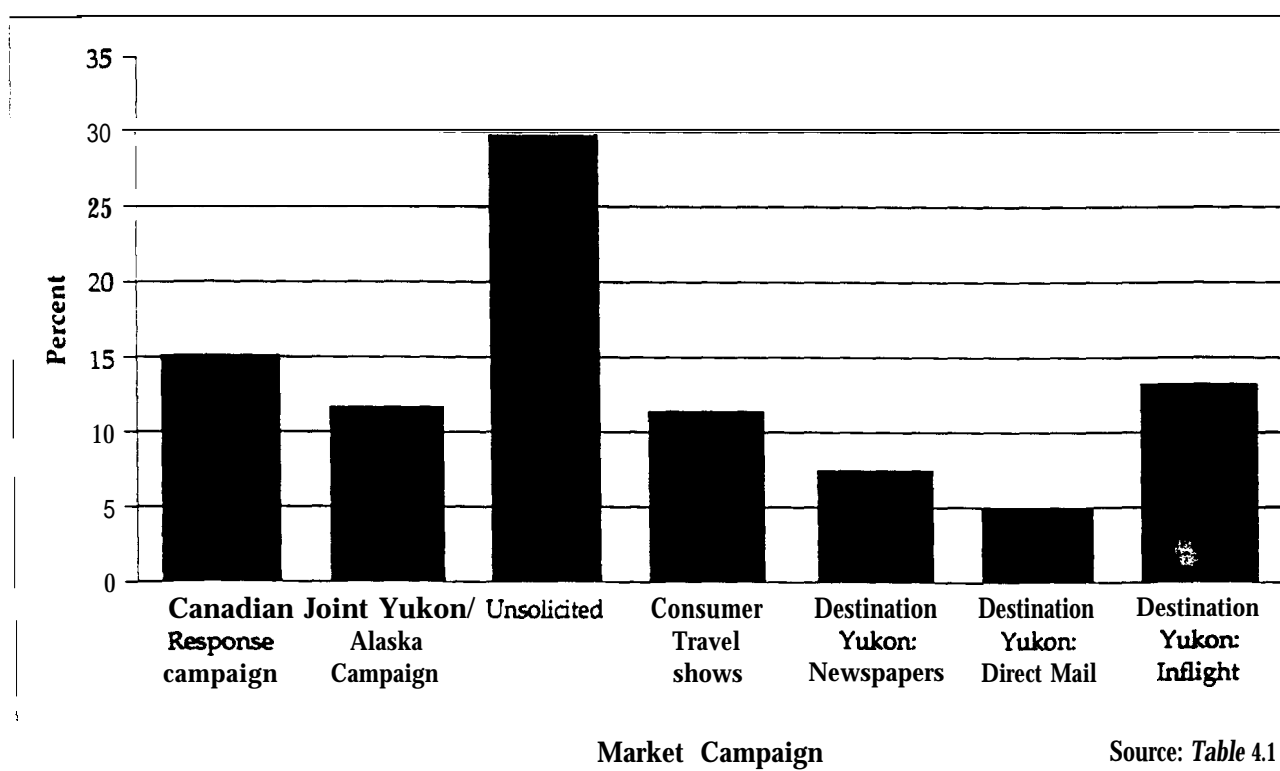


Table 4.1 Conversion Rates, by Market Campaign

WEIGHTED

		respondent parties who visited the Yukon after receiving the travel information		
		(n)	conversion rate (%)	95/0 CI
				lower limit upper limit
Overall Total		9,309	14.9	12.4 17.4
Canadian Response Campaign		2,829	15.1	10.1 20.1
Joint Yukon/Alaska Campaign		2,230	11.7	6.7 16.7
Unsolicited		3,192	29.8	24.8 34.8
Consumer Travel Shows		380	11.4	6.4 16.4
Destination Yukon	Newspapers	169	7.5	2.5 12.5
	Direct Mail	349	4.9	<1 9.9
	Cdn. Air. Inflight	160	13.2	8.2 18.2

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix Bon Methodology for more information.

Chart 4.2 Number of Responding Parties Who Visited, by Market Campaign

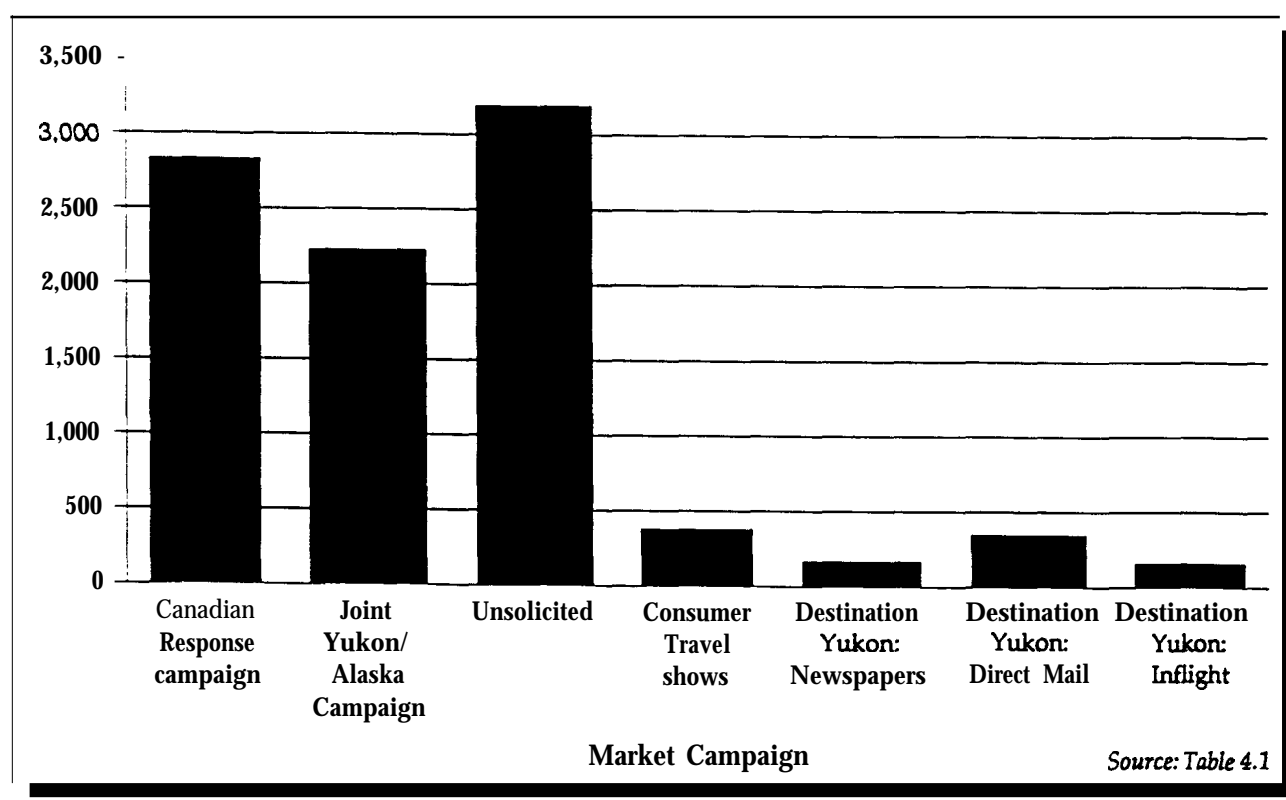


Table 4.2 Conversion Rates, by Campaign Segment

WEIGHTED

		respondent parties who visited the Yukon after receiving the travel information				
		(n)	conversion rate(%)	95% CI		
				lower limit	upper limit	
Overall Total		9,309	14.9	12.4	17.4	
Canadian Response Campaign	Readers' Digest Jan/92	543	16.3	11.3	21.3	
	TIME Feb/92	115	13.4	8.4	18.4	
	Leisure Ways Feb/92	324	12.9	7.9	17.9	
	Harrowsmith Jan-Feb/92	96	6.6	1.6	11.6	
	Saturday Night Feb/92	65	7.6	2.6	12.6	
	Equinox Mar/92	48	7.8	2.8	12.8	
	Can Geographic Mar-Apr/92	219	11.6	6.6	16.6	
	Westworld Feb/92	790	20.6	15.6	25.6	
	Alaska Magazine	628	18.7	13.7	23.7	
Joint Yukon/ Alaska Campaign	Can Geographic Oct-Nov/91	117	7.7	2.7	12.7	
	Equinox Nov-Dec/91	102	8.9	3.9	13.9	
	TIME 28 Oct/91	47	4.7	<1	9.7	
	Leisure Ways Oct-Nov/91	160	10.6	5.6	15.6	
	Westworld Oct-Nov/91	763	20.6	15.6	25.6	
	Equinox Jan-Feb/92	142	11.0	6.0	16.0	
	Destinations Mar/92	81	6.7	1.7	11.7	
	Can Geographic Jan-Feb/92	165	8.2	3.2	13.2	
	Readers' Digest Feb/92	653	11.4	6.4	16.4	
Unsolicited	Unsol Dempster	52	40.9	35.9	45.9	
	Unsol Guide & Map	2,294	32.5	27.5	37.5	
	Unsol Hunting	5	6.4	1.4	11.4	
	Unsol Fishing	167	42.3	37.3	47.3	
	Unsol Hunting/Fishing	39	34.5	29.5	39.5	
	Pre-1992 Advertising (Late)	635	21.5	16.5	26.5	
Consumer Travel Shows	Road Show	208	14.2	9.2	19.2	
	Anaheim Trade Show	134	14.9	9.9	19.9	
	Toronto Trade Show	21	3.4	<1	8.4	
	Assn of Retired People	18	5.0	<1	10.0	
Destination Yukon	News-papers	Wall Street Journal	45	7.3	2.3	12.3
		Seattle Times	16	5.7	<1	10.7
		Portland Oregonian	17	3.5	<1	8.5
		Globe and Mail	91	10.4	5.4	15.4
	Direct	Outside	61	3.4	<1	8.4
		Backpacking	8	0.9	<1	5.9
		Adventure Footprint	12	7.4	2.4	12.4
	Mail	National Audubon	80	6.9	1.9	11.9
		American Wilderness	11	6.8	1.8	11.8
		Explorer	72	8.0	3.0	13.0
		Canadian Geographic	95	5.7	<1	10.7
		Eddie Bauer	10	3.4	<1	8.4
	Cdn Airlines Inflight	160	13.2	8.2	18.2	

Chart 4.3 Conversion Rate, Canadian Response Campaign

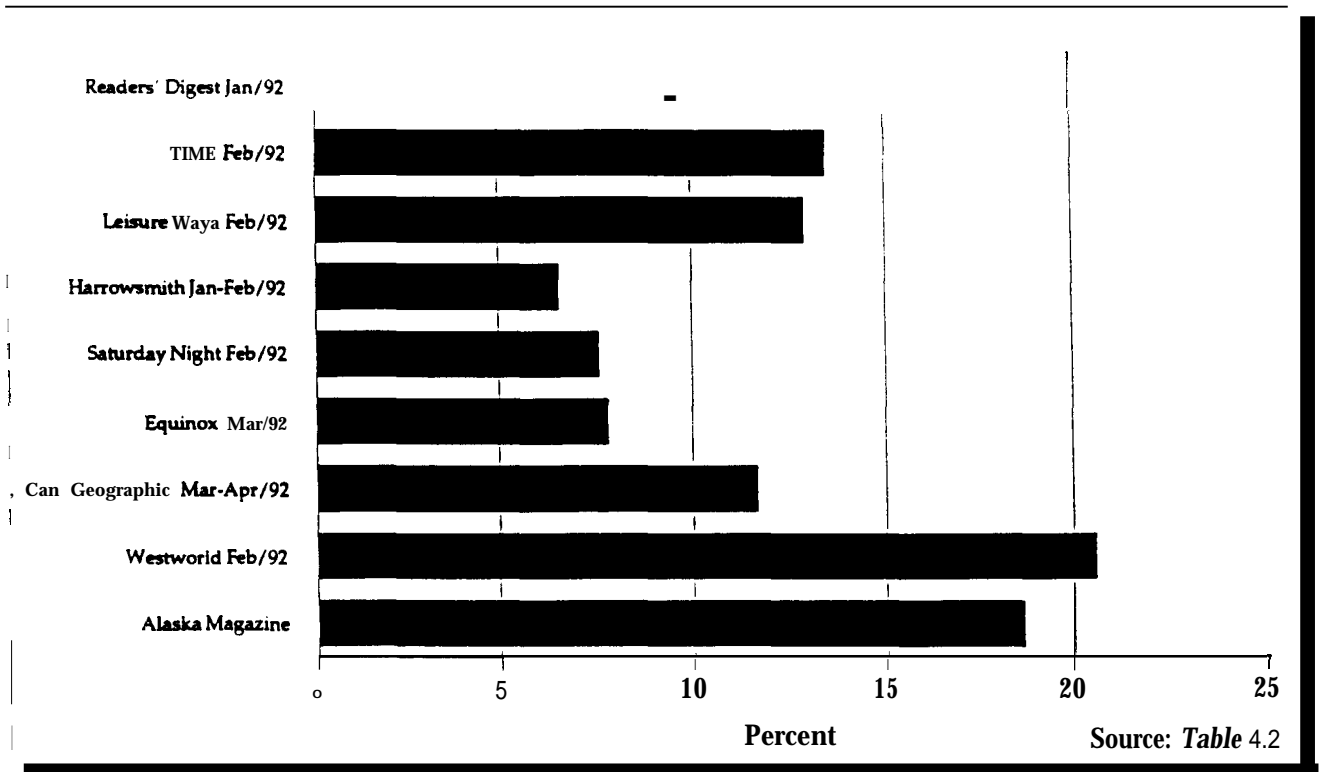


Chart 4.4 Conversion Rates, Yukon/Alaska Campaign

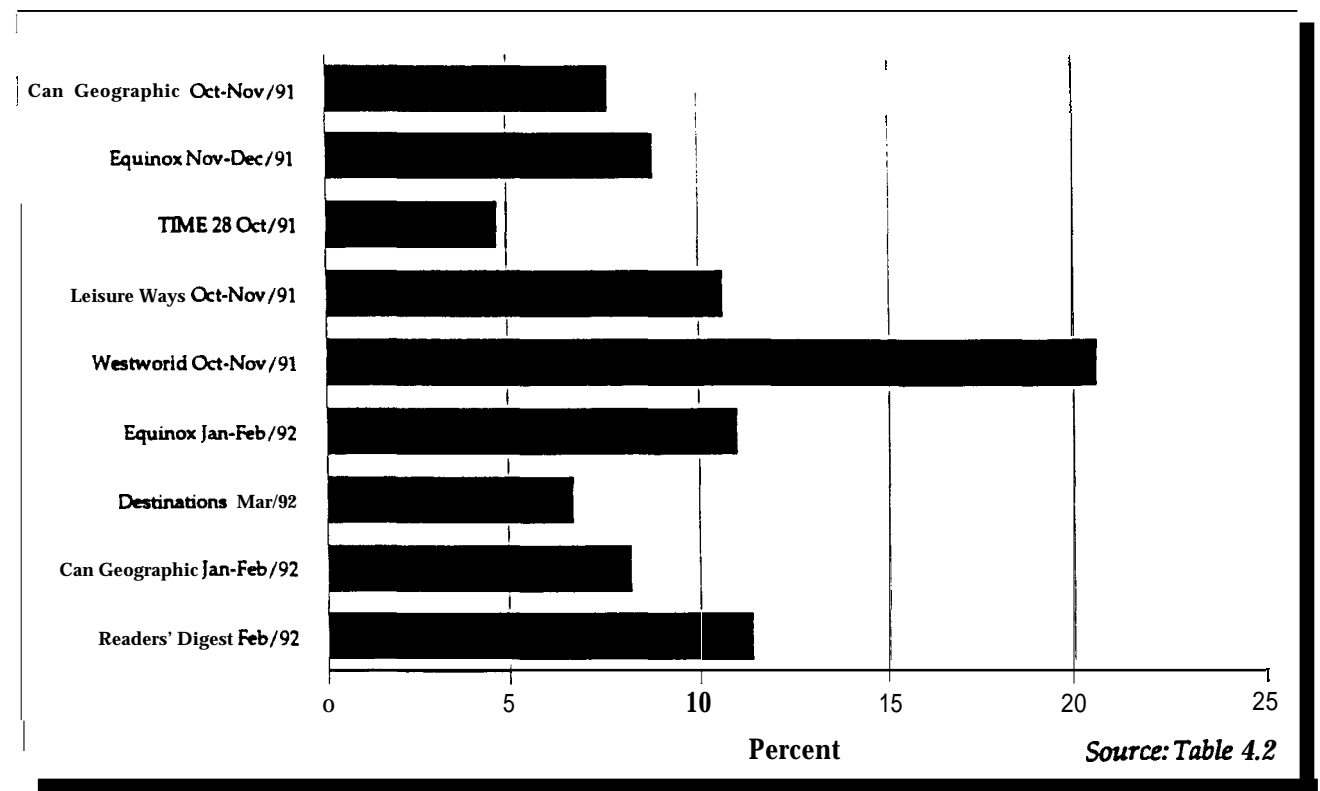
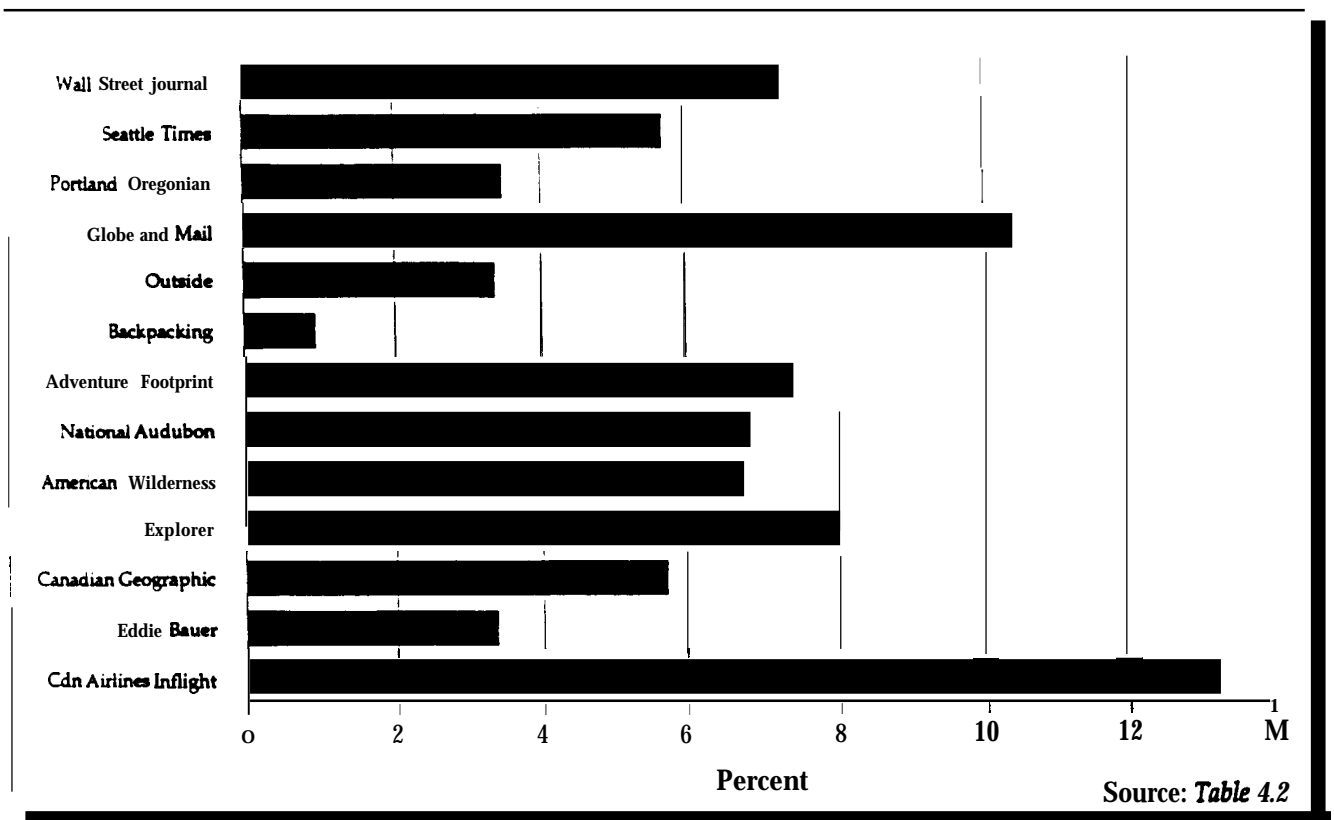


Chart 4.5 Conversion Rate, Destination Yukon Campaign



b) Conversion Rates by Travel Intentions

To refine the conversion rate further, it is useful to view the conversion rate in the context of the original intent of the information request. This sub-section provides a **summary** of the conversion rate by the phase or stage of the travel decision-making process. The reader is left to determine the definition of conversion. Specifically, is a conversion valid if the decision to come is made or, more importantly, is the conversion valid if the requester has decided to travel to Alaska and is requesting travel information for the intervening areas through which he/she will travel? Many arguments exist but the following data present the basis for analysis.

HIGHLIGHTS:

- Few requests are received from persons who are just in the process of deciding where to go on vacation. Most requests are made after the selection has been made. The conversion rate of those who say that they had already decided to visit the Yukon is **46.3%**. Among those who say they had already decided to visit both the Yukon and Alaska, the conversion rate is **50.3%**.
- . Those who say they are in the process of deciding where to go have a conversion rate of **5.1%**.

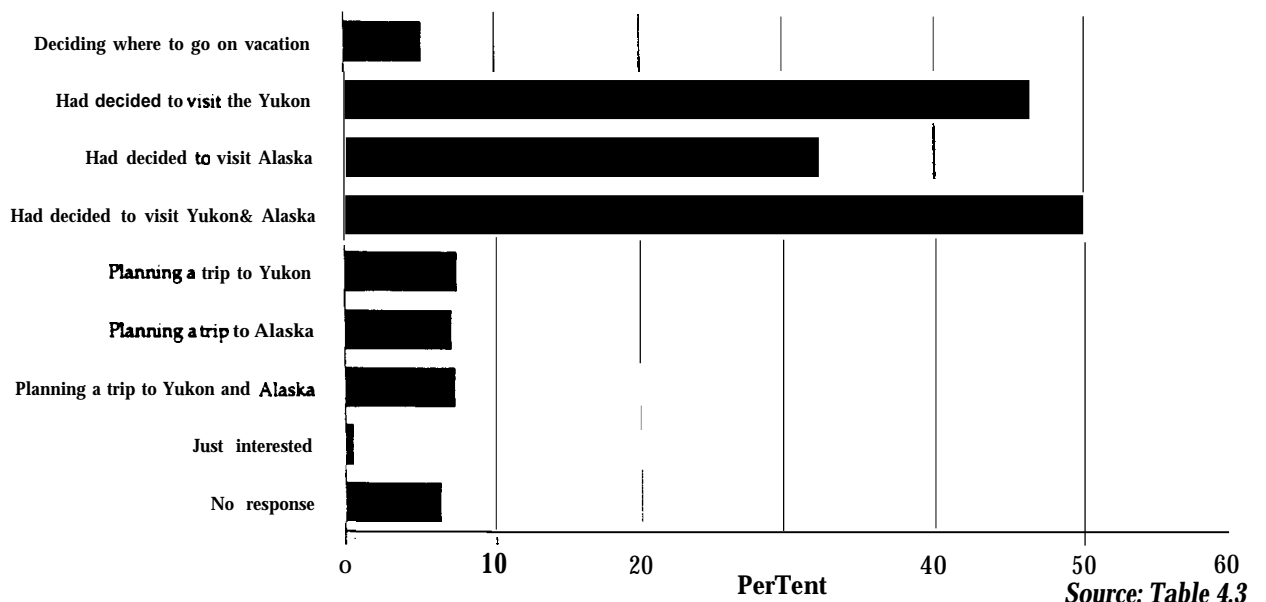
Table 4.3 Conversion Rates, by Decision Phase at Time of Inquiry

WEIGHTED

	(n)	Percent of total	conversion rate (%)
Total	9,309	100.0	14.9
Deciding where to go on vacation	341	3.7	5.1
Had decided to visit the Yukon	2,076	22.3	46.3
Had decided to visit Alaska	1,115	12.0	32.4
Had decided to visit Yukon and Alaska	3,941	42.3	50.3
No firm decision, planning a trip to Yukon	850	9.1	7.4
No firm decision, planning a trip to Alaska	351	3.8	7.0
No firm decision, planning a tip to Yukon and Alaska	525	5.6	7.2
Not planning a trip, just interested	68	0.7	0.4
No response	42	0.4	6.2

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix Bon Methodology for more information.

Chart 4.6 Conversion Rates, by Decision Phase at Time of Inquiry



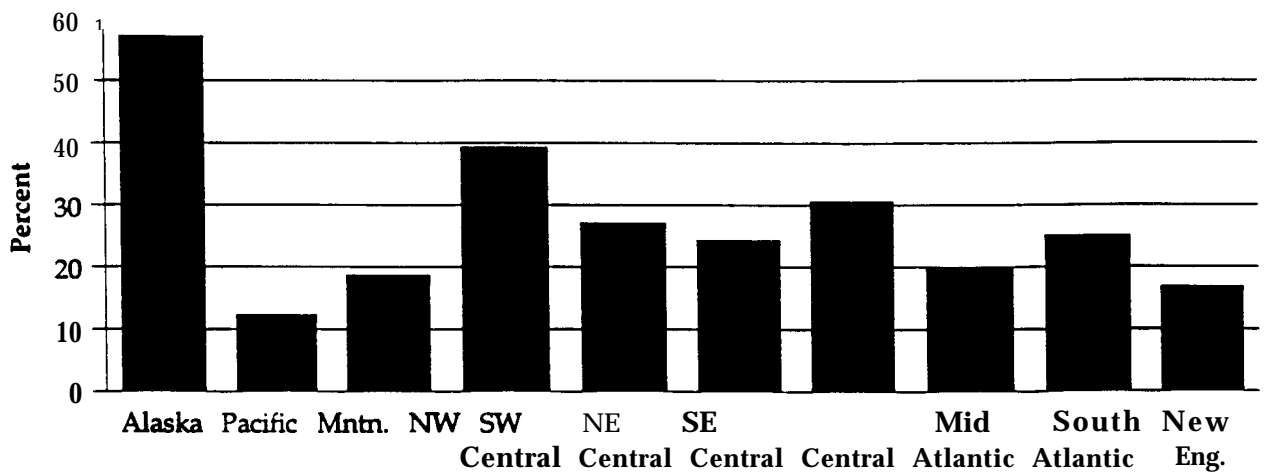
c) Conversion Rates by Origin

Regional variations in conversion suggest differential treatment in marketing strategy. The following details the conversion rates by geographic region.

HIGHLIGHTS:

- The overall **Canadian** conversion rate was 13.1%. The highest rates within Canada were: B.C., 20.7%; Northwest Territories, 19.0%; and Manitoba, 17.1%.
- In absolute number of visiting parties, B.C. was first with 194-4, followed by Ontario (1580) and Alberta (1473).
- The conversion rate for all U.S. inquirers was 19.9%. Of American regions, Alaska had the highest conversion rate (57.1%), followed by N.W. Central (39.4%), and S.E. Central (30.6%).
- The **Pacific** region had the highest number of visiting parties with 870, followed by N.W. Central with 510.

Chart 4.7 Conversion Rates, by American Origin



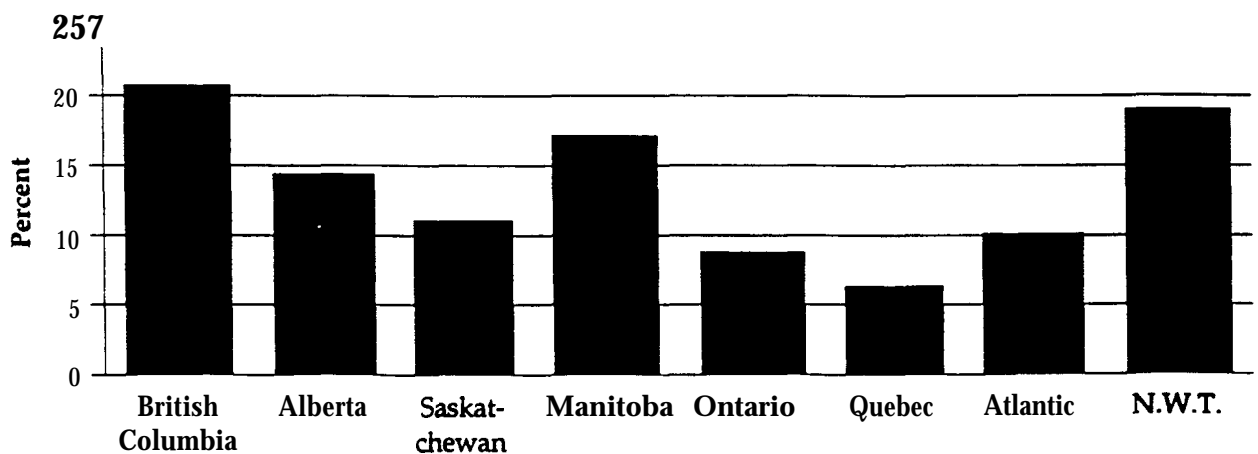
Source Table 4.4

Table 4.4 Conversion Rates, by Origin of Request

WEIGHTED

		intention of inquirers who visited the Yukon after receiving the travel		
		(n)	Percent of total	conversion rate (%)
Total		9,309	100.0	1409
Canada	British Columbia	1,944	20.9	20.7
	Alberta	1,473	15.8	14.4
	Saskatchewan	323	3.5	11.1
	Manitoba	377	4.1	17.1
	Ontario	1,580	17.0	8.8
	Quebec	93	1.0	6.4
	Atlantic	116	1.2	10.1
	N.W.T.	38	0.4	19.0
	Total	5,943	63.8	13.1
U.S.A.	Alaska	61	0.7	57.1
	I Pacific	870	9.3	12.3
	Mountain	407	4.4	18.7
	NW Central	510	5.5	39.4
	SW Central	277	3.0	27.1
	NE Central	439	4.7	24.3
	SE Central	140	1.5	30.6
	Mid Atlantic	221	2.4	19.9
	S Atlantic	358	3.8	25.1
	New England	83	0.9	16.9
	Total	3,366	36.2	19.9

Chart 4.8 Conversion Rates, by Canadian Origin



Source: Table 4.4

d) Conversion Rates by Impact on Decision

As a measure of the impact of the Yukon information package, it is important to evaluate the respondent's perception of how the information influenced their interest in visiting relative to their visiting behaviour (i.e., the actual conversion rate).

HIGHLIGHTS:

- The **highest** conversion rate among those responding was in the group that said that the information had **NO EFFECT** on their decision to visit the Yukon; **18.1%** of these respondents came to the Yukon.
- **13.8%** of respondents who indicated that the information **INCREASED** their interest **VERY MUCH** visited the Yukon, while **15.8%** of those indicating that the information **INCREASED** their interest **SOMEWHAT** came to the Yukon.

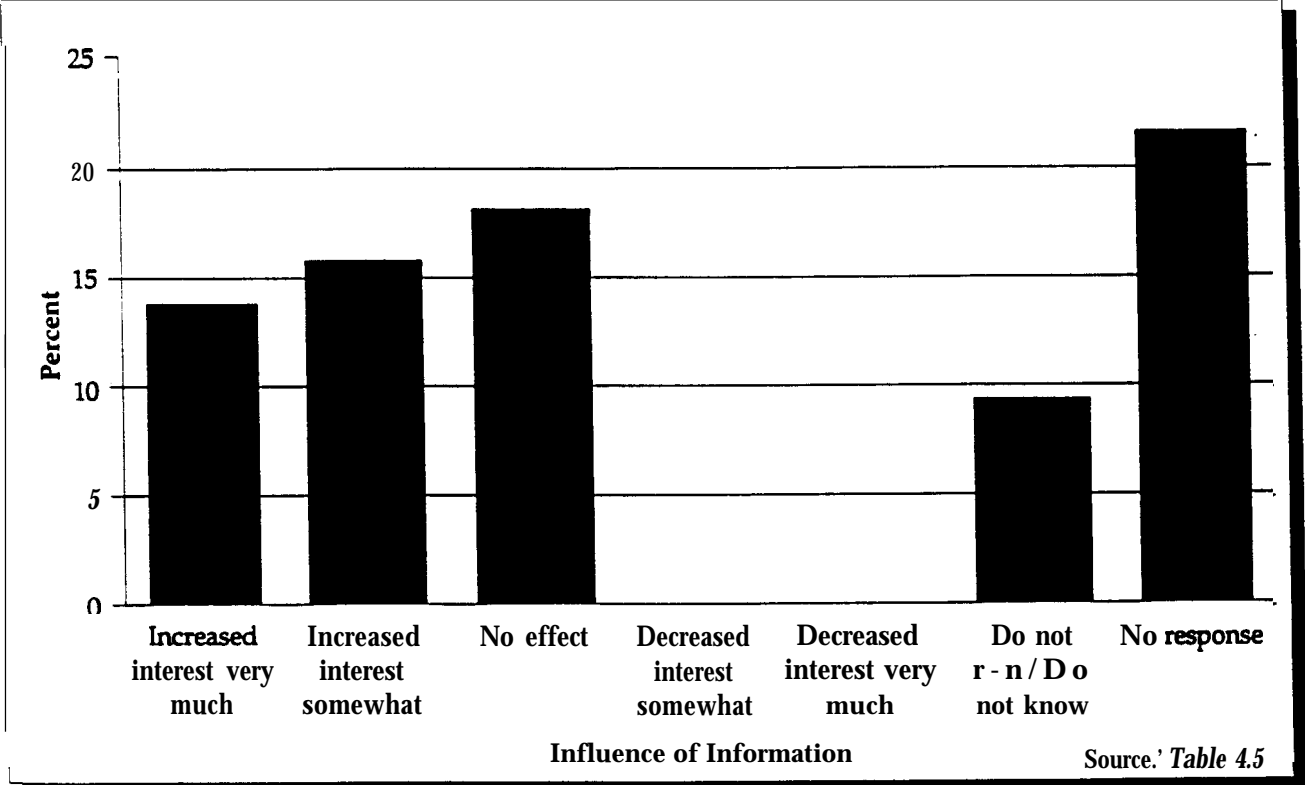
Table 4.5 Conversion Rates, by Influence of Information

WEIGHTED

	influence of information on inquirers who visited the Yukon (after receiving the travel information)		
	(n)	Percent of total	conversion rate (%)
Total	9,309	100.0	14.9
Increased interest very much	4,743	51.0	13.8
Increased interest somewhat	3,508	37.7	15.8
No effect	449	4.8	18.1
Decreased interest somewhat	0	0.0	0.0
Decreased interest very much	0	0.0	0.0
Do not recall/Do not know	63	0.7	9.4
No response	546	5.9	21.6

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix B on Methodology for more information.

Chart 4.8 Conversion Rates, by Influence of Information



5. EXPENDITURES

Visitor expenditures represent revenue to the Yukon's economy and, as such, constitute an important part of this analysis. Taken together with party size and length of stay, visitor expenditures provide an indication of the potential worth of a conversion.

HIGHLIGHTS:

- **Overall**, Canadian visitors **travelled in** parties of 2.5 persons for a typical trip duration of 9.5 nights. The typical total trip expenditure was \$121250, or \$133.93 per party per night, or \$49.82 per person per night.
- American visitors typically **travelled in** parties of 2.25 persons for 6.5 nights, **resulting in** total expenditures of \$718.75, or \$115.00 per party per night, or \$48.66 per person per night.
- The newspaper segment of Destination Yukon recorded the highest **typical** total expenditure level: \$1475.00. This segment also saw typical expenditures of \$177.27 per party per night and \$86.03 per person per night.
- The direct mail segment of Destination Yukon recorded typical expenditure levels of \$1446.25 total, \$213.57 per party per night and \$66.67 per person per night.
- The Joint Yukon/Alaska Campaign recorded typical expenditure levels of \$1187.50 total, \$133.75 per party per night, or \$47.57 per person per night.

Note that the figures are not averages but trirneans, a measure of centrality ["typical"] more appropriate for expenditure figures.

Note also that the tables in this chapter include only those responding visitors who reported

Table 5.1 Visitor Expenditure, by Market Campaign

WEIGHTED

	Visiting Parties (n)	Typical party size (trimean) (n)	Typical length of stay (nights) (trimean) (n)	Typical total expenditure per party (trimean) (\$)	Typical expenditure by party (per night) (trimean) (\$)	Typical expenditure per person (per night) (trimean) (\$)
Overall Total	7,848	2.50	8.25	1,060.94	122.22	47.92
Canadian Response Campaign	2,514	2.50	8.75	1,050.00	109.64	40.79
Joint Yukon/Alaska Campaign	2,046	2.50	8.75	1,187.50	133.75	47.57
Unsolicited	2,833	2.50	7.00	750.00	113.17	50.00
Consumer Travel Shows	300	2.50	7.75	787.50	129.17	43.97
Destination Yukon						
Newspapers	155	2.25	7.75	1,475.00	162.50	86.03
Direct Mail	279	2.50	7.00	1,446.25	213.57	66.67
Cdn. Air. Inflight	132	2.25	10.50	1,112.50	142.32	55.01

Note: The reader is cautioned to note the base number of visiting parties for each segment. The smaller the base, the greater the variation in the accompanying statistics.

Chart 5.1 Visitor Expenditure (per night), by Market Campaign

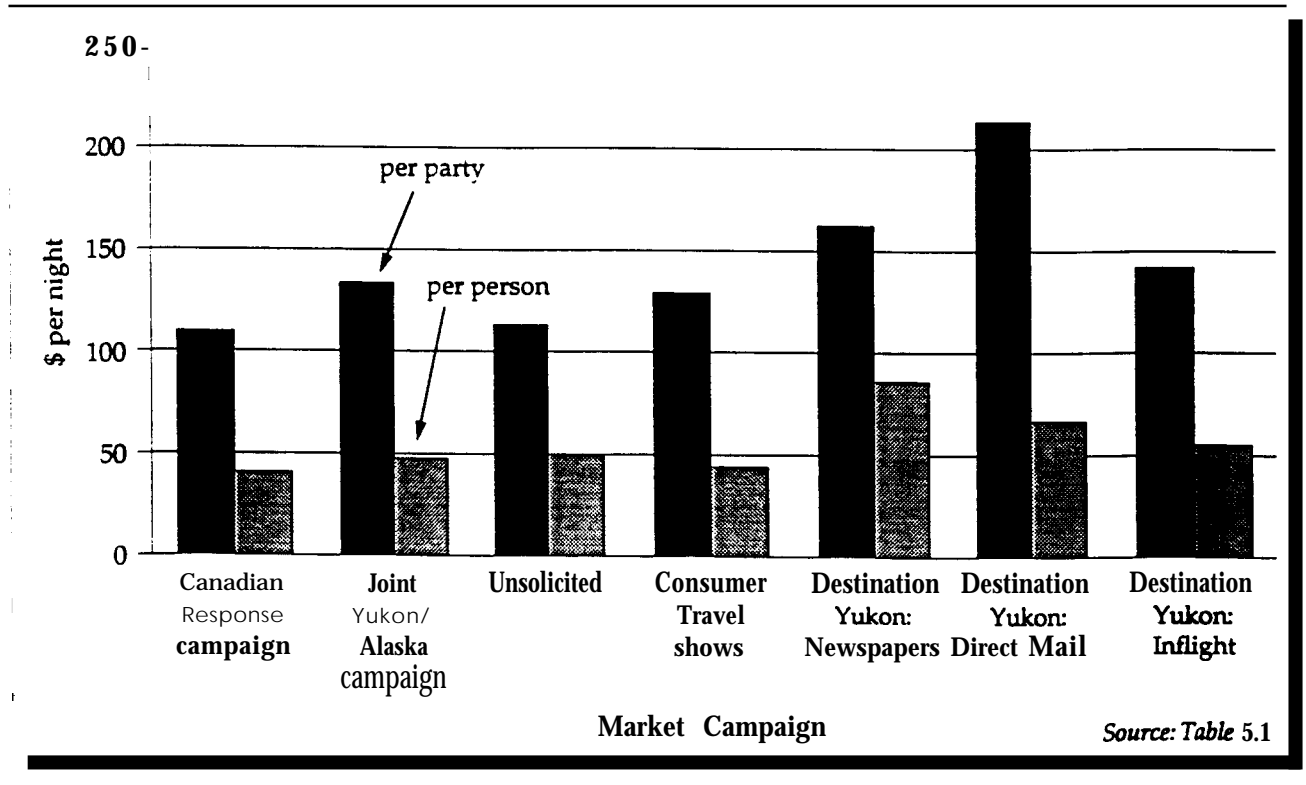


Table 5.2 Visitor Expenditure, by Campaign Segment

WEIGHTED

		Visiting Parties (n)	Typical party size (trimean) (n)	Typical length of stay (nights) (trimean) (n)	Typical total expenditure per party (trimean) (\$)	Typical expenditure per party (per night) (trimean) (\$)	Typical expenditure per person (per night) (trimean) (\$)	
Overall Total		8,259	250	825	1,060.94	122.22	47.92	
Canadian response campaign	Readers' Digest Jan/92	453	2.3s	12.25	1,500.00	120.04	50.59	
	TIME Feb/92 "	106	2.50	10.75	1212.50	169.05	51.20	
	Leisure Ways Feb/92	305	275	10.63	1,137.5a	%.65	33.23	
	Harrowsmith Jan-Feb/92	67	225	7.00	1,06250	157.29	7247	
	Saturday Night Feb/92	51	1.75	13.25	17525.00	97.02	50.16	
	Equinox Mar/92	43	4.75	1213	1,543.50	145.31	38.7s	
	Can Geographic Mar-Apr/92	219	250	75 0	81250	135.98	64.58	
	Westworld Feb/92	663	3.00	10.00	1,125.00	101.63	33.00	
	Alaska Magazine	607	3.25	6.00	56250	104.33	38.41	
Joint Yukon/ Alaska Campaign	Can Geographic Oct-Nov/91	117	200	95 0	1,450.00	13266	52.66	
	Equinox Nov-Dec/91	94	250	15.75	1,91250	127.43	46.93	
	TIME 28 Oct/'	31	213	7.63	950.00	116.25	56.46	
	Leisure Ways Oct-Nov/91	148	250	9.00	1,425.(M	156.55	69.48	
	Westworld Oct-Nov/91	707	3.5a	9.00	1,512.50	16241	52.63	
	Equinox Jan-Feb/92	127	238	10.00	1825.00	120.63	53.08	
	Destinations Mar/92	81	200	7.25	1,106.25	1%.43	64.69	
	Can Geographic Jan-Feb/92	118	250	7.75	1,075.00	120.63	48.59	
	Readers' Digest Feb/92	622	3.25	8.63	1,025.00	99.54	36.38	
Unsolicited	Unsol Demoster	48	225	11.00	1,312.50	108.12	47.32	
	Unsol Guide & Map	2,022	2.50	6.75	775.00	111.46	47.55	
	Unsol Hunting	5	1.8s	9.13	7343.75	627.01	398.14	
	Unsol Fishing	159	2.50	8.25	693.75	91.37	35.13	
	Unsol Hunting/Fishing	35	250	10.25	1306.25	149.63	59.90	
	Pre-1992 Advertising (Late)	563	2.00	6.25	750.00	120.16	57.76	
Consumer Travel Shows	Road Show	143	3.00	10.50	918.75	109.31	33.47	
	Anaheim Trade Show	124	200	5.75	1,06250	147.32	63.24	
	Toronto Trade Show	21	3.00	7.75	825.00	130.66	39.29	
	Assn of Retired People	12	23.00	200	2,543.75	1,421.8s	5469	
Destination Yukon	News- papers	Wall Street Journal	40	1.75	650	1,346.88	20208	123.343
		Seattle Times	16	2.00	7.25	446.s8	55.80	27.90
		Portland Oregonian	9	3.00	11.50	22s1.25	174.11	51.34
		Globe and Mail	91	250	8.00	1,575.00	165.63	93.17
	Direct Mail	Outside	37	200	75 0	495.00	231.57	100.62
		Backpacking	8	4.00	18.00	1,000.00	5556	13.89
		Adventure Footprint	9	3.00	4.75	1,100.00	166.41	57.75
		National Audubon	71	213	9.38	1,36250	160.80	62.67
		American Wilderness	5	3.00	7.00	5,125.00	531.25	140.63
		Explorer	65	3.75	8.25	3,375.00	363.57	65.4's
		Canadian Geographic	74	225	5.50	1,1%25	276.79	99.62
Eddie Bauer	10	200	9.00	2325.00	224.11	112.05		
Cdn Airlines Might	132	225	1050	1,11250	14232	55.01		

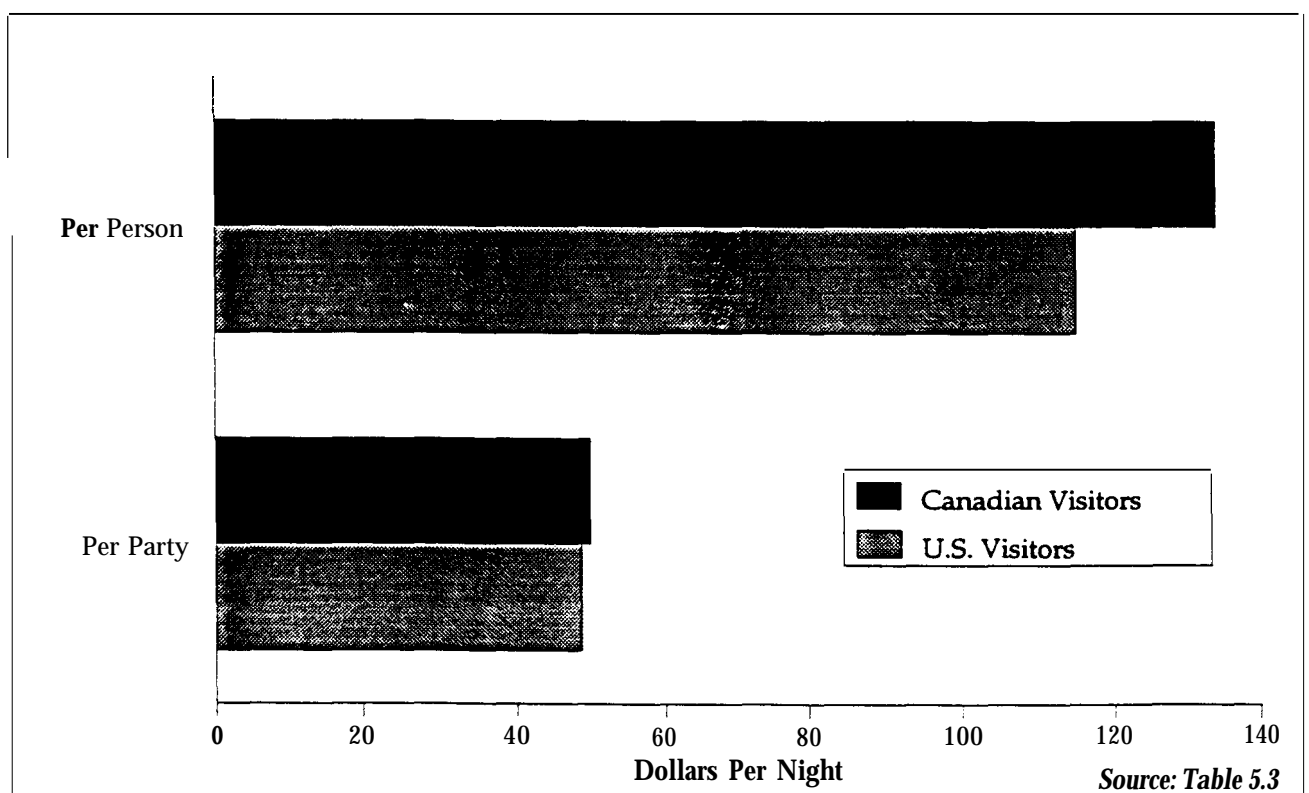
Note: The reader is cautioned to note the base number of visiting parties for each segment. The smaller the base, the greater the variation in the accompanying statistics.

Table 5.3 Visitor Expenditure, by Country of Origin

WEIGHTED

	Visiting Parties	Typical party size	Typical length of stay (nights)	Typical total expenditure per party	Typical expenditure per party (per night)	Typical expenditure per person (per night)
		(trimean)	(trimean)	(trimean)	(trimean)	(trimean)
	(n)	(n)	(n)	(\$)	(\$)	(\$)
Total	8,259	2.50	8.25	1,060.94	122.22	47.92
Canadian Visitors	5,348	2.50	9.50	,212.50	133.93	49,82
U.S. Visitors	2,911	2.25	6.50	718.75	115.00	48.66

Chart 5.2 Expenditures Per Night, by Country of Origin



6. MATERIAL IMPACT

a) Receipt of Material

HIGHLIGHTS

- . Of those who requested the information, 91.2% (of responding **inquirers**) stated that they received the information.
- 8.8% of responding inquirers indicated that they did not receive the **information they had requested**.

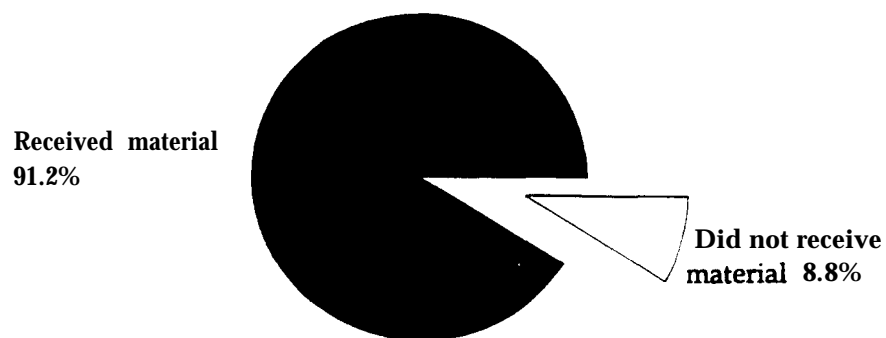
Table 6.1 Receipt of Information

WEIGHTED

	TOTAL		those who VISITED		those who DID NOT VISIT	
	responding		responding		responding	
	(n)	(%)	(n)	(%)	(n)	(%)
Total	68,463		9,856		58,607	
Received material	62,447	91.2	9,309	94.5	53,138	90.7
Did not receive material	6,016	8.8	547	5.5	5,469	9.3

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix Bon Methodology for more information.

Chart 6.1 Receipt of Information



Source: Table 6.1

b) Impact of Material on Interest in Visiting the Yukon

HIGHLIGHTS:

- 57.4% of all respondents indicated that the information package INCREASED VERY MUCH their interest in a trip to the Yukon.
- 37.1 stated that the information supplied to them INCREASED SOMEWHAT their interest in visiting the Yukon.
- 4.1% of all those responding said that the information HAD NO EFFECT on their interest in visiting the Yukon.
- 0.3% of those responding stated that the information DECREASED their interest SOMEWHAT. No one stated that the material DECREASED their interest VERY MUCH.

Table 6.2 Impact of Information on Desire to Visit

WEIGHTED

	TOTAL		those who VISITED		those who DID NOT VISIT	
	responding		responding		responding	
	(n)	(%)	(n)	(%)	(n)	(%)
Total	59,924		8,763		51,161	
Increased interest very much	34,368	57.4	4,743	54.1	29,625	57.9
Increased interest somewhat	22,215	37.1	3,508	40.0	18,707	36.6
No effect	2,478	4.1	449	5.1	2,029	4.0
Decreased interest somewhat	164	0.3	0	0.0	164	0.3
Decreased interest very much	24	0.0		0.0	24	0.0
Do not recall/Do not know	675	1.1	63	0.7	612	1.2
No response	2,523	.	546	.	1,977	.

c) Decision Phase of Inquirer at Time of Request for Material

HIGHLIGHTS:

- 10.8% of all those responding indicated that they WERE DECIDING WHERE TO GO at the time they requested the Yukon tourist information.
- 7.2% of those requesting information said that they HAD DECIDED TO VISIT THE YUKON, 5.6% said that they HAD DECIDED TO VISIT ALASKA, while 12.7% of respondents said that they HAD DECIDED TO VISIT YUKON AND ALASKA.
- 25.1% indicated that they were JUST INTERESTED IN THE MATERIAL, suggesting no real plans to visit.

Table 6.3 Decision Phase of Inquirer at Time of Inquiry

WEIGHTED

	TOTAL		those who VISITED		those who DID NOT VISIT	
	responding		responding		responding	
	(n)	(%)	(n)	(%)	(n)	(%)
Total	61,776	100.0	9,267	100.0	52,509	100.0
Deciding where to go on vacation	6,670	10.8	341	3.7	6,328	12.1
Had decided to visit the Yukon	4,478	7.2	2,076	22.4	2,403	4.6
Had decided to visit Alaska	3,438	5.6	1,115	12.0	2,323	4.4
Had decided to visit Yukon and Alaska	7,837	12.7	3,941	42.5	3,897	7.4
No firm decision, planning a trip to Yukon	11,545	18.7	850	9.2	10,695	20.4
No firm decision, planning a trip to Alaska	5,027	8.1	351	3.8	4,676	8.9
No firm decision, planning a trip to Yukon and Alaska	7,283	11.8	525	5.7	6,758	12.9
Not planning a trip, just interested	15,497	25.1	68	0.7	15,429	29.4
No response	671	.	42	.	630	.

Chart 6.2 Decision Phase of Inquirer, Those Who Visited the Yukon

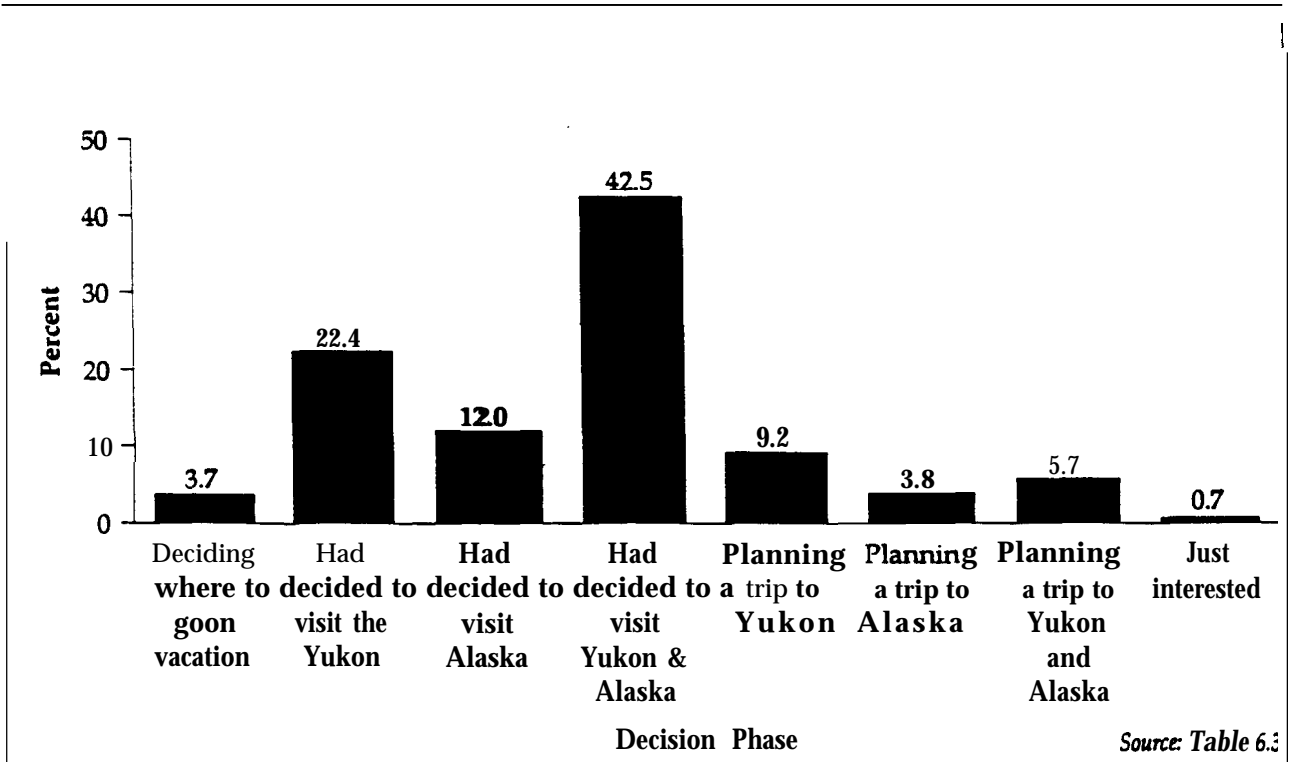


Chart 6.3 Decision Phase of Inquirer, Those Who Did Not Visit the Yukon

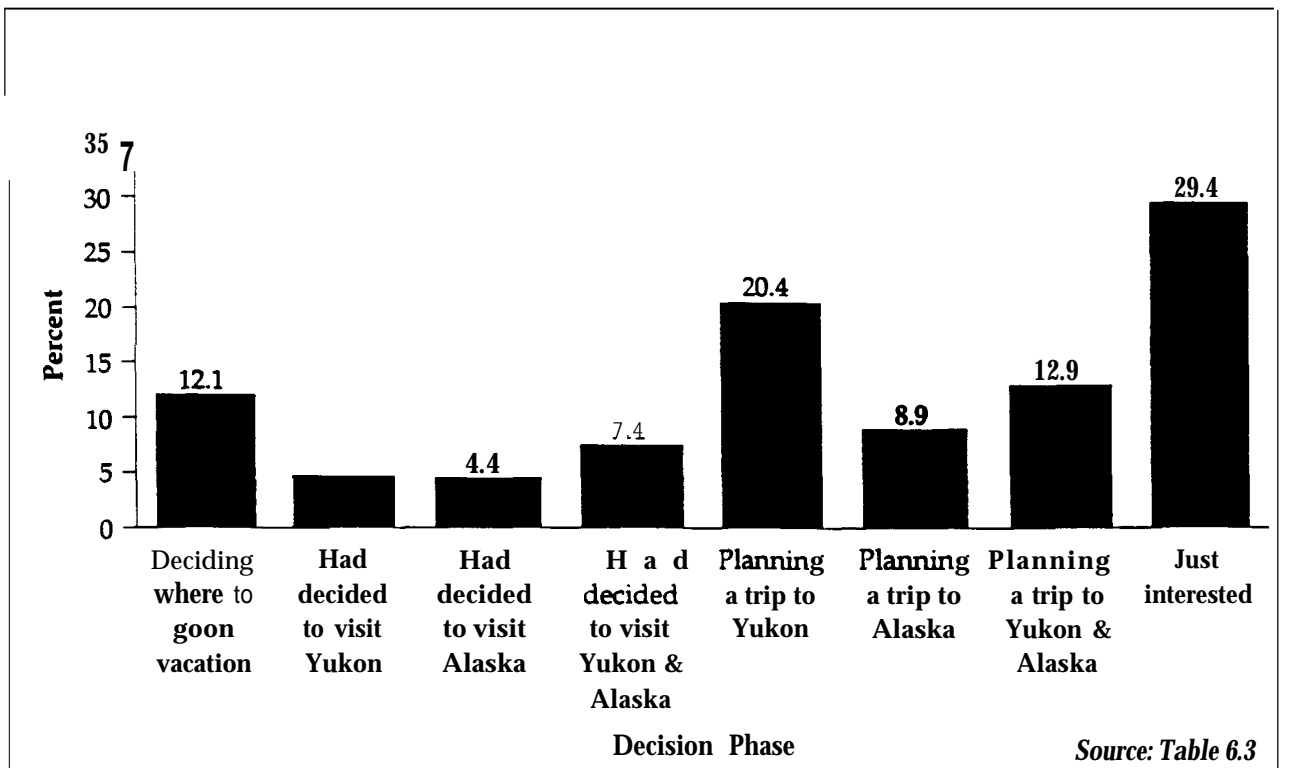


Table 6.4 Importance of Material in Decision to Visit**WEIGHTED**

	(no.)	(%)
Total	9,309	100.0
Very Important	2,683	28.8
Somewhat Important	3,661	39.3
No Effect	1,597	17.2
Somewhat Unimportant	86	0.9
Not at All Important	238	2.6
Do Not Know / Do Not Recall	59	0.6
No Response	986	10.6

d) Effect of Material on Decision Factors: THOSE WHO VISITED THE YUKON

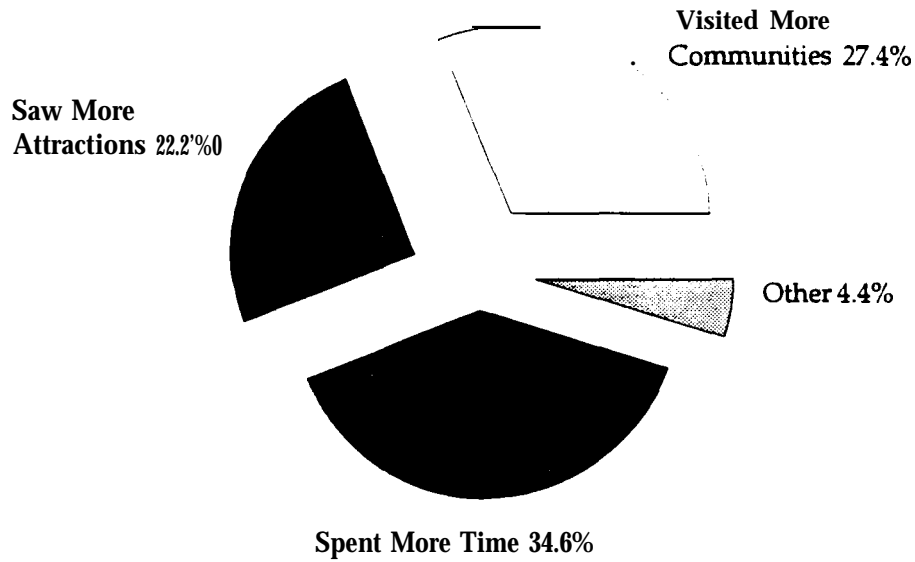
HIGHLIGHTS:

- **27.4% of those respondents who actually visited the Yukon changed their plans as a result of the material and reported that they SAW MORE ATTRACTIONS.**
- **For those who visited the Yukon, 34.6% of those responding suggested that the information caused them to change their plans and SPEND MORE TIME in the Yukon.**
- **22.2% stated that the information encouraged them to VISIT MORE COMMUNITIES.**

Table 6.5 Influence of Material on Visitors**WEIGHTED**

	(no.)	(%)
Total Responses	9,309	100.0
Visited More Communities	2,554	27.4
Saw More Attractions	2,070	22.2
Spent More Time	3,224	34.6
Other	413	4.4

Chart 6.4 Influence of Material on Visitors



Source: Table 6.5

e) Effect of Material on Decision Factors: THOSE WHO DID NOT VISIT THE YUKON

HIGHLIGHTS:

- COST was the specific factor most often reported (16.3%) by non-visitors as the reason that influenced their decision not to visit.
- 11.3% of non-visitors cited the RECESSION as a factor in their decision not to visit, followed by DISTANCE (6.2%).
- OTHER REASONS were cited by 22.3% of non-visitors.
- 33.3% of non-visitors stated that they planned to VISIT AFTER 1992, and 7.1% stated that they POSTPONED VISITING UNTIL AFTER the 1992 Alaska Highway Anniversary.

Table 6.6 Influence of Material in Decision Not to Visit

WEIGHTED

	(no.)	(%)
Total Response, to All Factors	84,196	100.0
Visitor Information	417	0.5
Delay in Receiving Information	725	0.9

Note: multiple responses possible.

7. RETURN ON INVESTMENT

Return on investment is a difficult concept to **operationalise** in the context of a government program or service. The simple interpretation of return on investment is the ratio of estimated revenues to estimated expenditures. In the case of a promotional program, many of the revenues and expenditures cannot be directly measured. On the expenditure side, many hidden internal expenditures may not be identifiable. Neither the promotional **expenditures** of the private sector nor their influence on potential visitors can be isolated in absolute terms.

On the revenue side, tourist expenditures must be classified and measured in relationship to their effects on the economy. Each type of revenue has a different impact; consequently, more detailed data and analysis are required to estimate the direct, indirect, and induced effects.

Moreover, as mentioned earlier, the use of a conversion rate itself is a matter for interpretation. Finally, there is the question of how many **visitors** would have visited **regardless** of the promotional program.

Keeping these cautions in mind, here is the definition of return on investment used in this study: Total revenues generated from visitors relative to total costs **associated** with the marketing program.

$$\text{ROI} = \frac{\text{Total Revenues (number of visiting parties x average expenditures per party)}}{\text{Total Expenditures (number of inquiries x unit cost of generating an inquiry)}}$$

I-HIGHLIGHTS:

Unit Costs per Inquiry: These expenditures have two components. First, the costs of producing and distributing a unit of promotional material, specifically, the unit cost of **printing**, packaging, and disseminating an envelope of tourism literature. This includes some **salary expenses** of those employed by the Department of Tourism to stuff envelopes, etc. Second, the costs of advertising and media. (In the case of Consumer Travel Shows, this encompasses costs of travel and other expenses not classifiable as production and distribution costs.)

- . The highest unit cost per inquiry was associated with the Consumer Travel Shows (\$75.08), followed by the newspaper segment of Destination Yukon (\$60.70).
- . The lowest cost per inquiry was from the Joint Yukon/Alaska Campaign (\$9.19).

Unit Cost per Visitor Party: This figure, which equals the unit cost per inquiry divided by the conversion rate, represents the average cost of converting an inquirer into a visiting party.

- The newspaper segment of Destination Yukon had the greatest unit cost per party (\$840.54), followed by Consumer Travel Shows (\$762.54) and Destination Yukon, direct mail segment (\$656.96).
- The lowest cost cost per converted inquirer was from **Unsolicited** (\$42.29).

Total Costs of Visitor Parties: The total costs of converted inquirers is a function of: inquiry rate, unit costs per inquiry, and number of inquirers converted into visitors.

- The highest total expenditure for converted inquirers was seen for the Canadian Response Campaign (\$356,725), followed by Consumer Travel Shows (\$290,048).
- The lowest total cost for visitors was for **Unsolicited** (\$134,986).

Total Revenues: On the revenue side, the total number of visiting parties is combined with their typical expenditures for a simple estimate of tip expenditures while in the Yukon.

- The greatest total revenue was generated through the Canadian Response Campaign (\$2,970,886), followed by the Yukon/Alaska Campaign (\$2,647,952), and **Unsolicited Inquiries** (\$2,393,781).
- The lowest total revenue was realised by the **Inflight** segment of the Destination Yukon campaign (\$178,000).

Simple Return on Investment: Contrasting expenditure and revenue produces at minimum a reasonable estimator or indicator of relative investment yield. The reader is cautioned about the accuracy of such a measuring tool (since some results are based on estimates from relatively few responding visiting parties). Bearing this caution in mind, the simple return on investment is appropriate to use in evaluating the relative merits of the promotional segments as presented.

- The highest return on investment was from **Unsolicited** (\$17.73 per \$1 invested), followed by Joint Yukon/Alaska Campaign (\$13.71 per \$1).
- The lowest return on investment was for the Consumer Travel Shows (\$1.03 per \$1), followed by the newspaper segment of Destination Yukon (\$1.75 per \$1).

Table 7.1 Simple Return on Investment, by Market Campaign (Part 1)

WEIGHTED

	Total inquiries	Unit costs per inquiry					Cost for responding parties visiting the Yukon	Total cost
		production & distribution	advertising & media	Total unit cost	visiting parties	unit cost per visiting party		
								(n)
	(n)	(\$)	(\$)	(\$)	(n)	(\$)	(\$)	
Overall Total	59,490				8,800		1,116,910	
Canadian Response Campaign	21,084	5.22	11.70	16.92	28329	126.08	356,725	
Joint Yukon/Alaska Campaign	21,002	5.37	3.82	9.19	2230	86.60	193,109	
Unsolicited	11,201	1205	.	12.05	3,192	42.29	134,986	
Consumer Travel Shows	3,863	11.23	63.86	75.08	380	76254	290,048	
Destination Yukon	Newspapers	2,340	24.54	36.16	60.70			
	Direct Mail	7,628	21.60	8.44	30.04			
	Inflight	1,345	29.26	..	29.26	i	:	

Table 7.1 Simple Return on Investment (Part 2)

WEIGHTED

	Typical total expenditure per party	Total revenue	ROI (revenue/expenditure)
	(\$)	(\$)	
Overall Total		8,561,419	7.67
Canadian Response Campaign	1,050.00	2,970,886	8.33
Joint Yukon/Alaska Campaign	1,187.50	2,647,952	13.71
Unsolicited	750.00	2,393,781	17.73
Consumer Travel Shows	787.50	299542	1.03
Destination Yukon	Newspapers	1,475.00	1.75
	Direct Mail	1,446.25	2.20
	Inflight	1,112.50	4.52

NOTE: Due to changes in methodology, the results of the 1992 Visitor Travel Survey cannot be compared to surveys of previous years. See Appendix Bon Methodology for more information.

Chart 7.1 Total Costs and Revenues, by Market Campaign

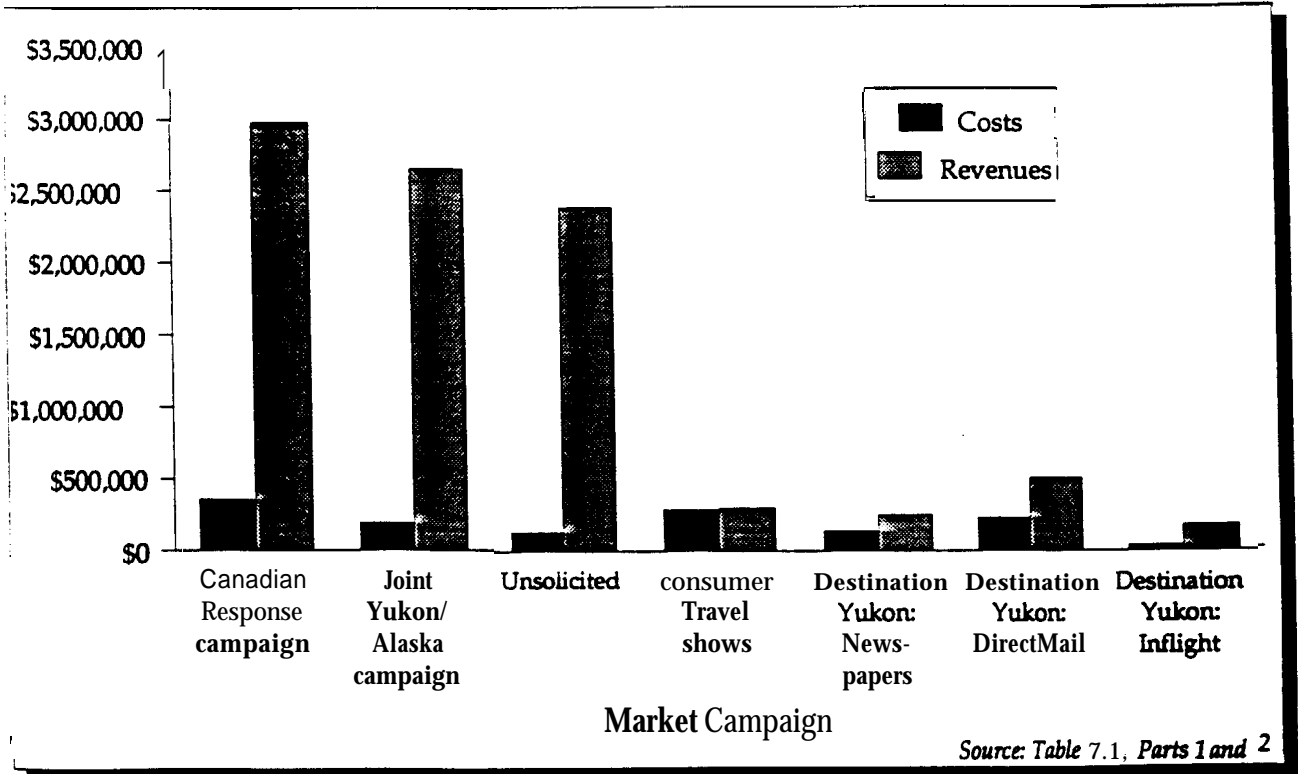
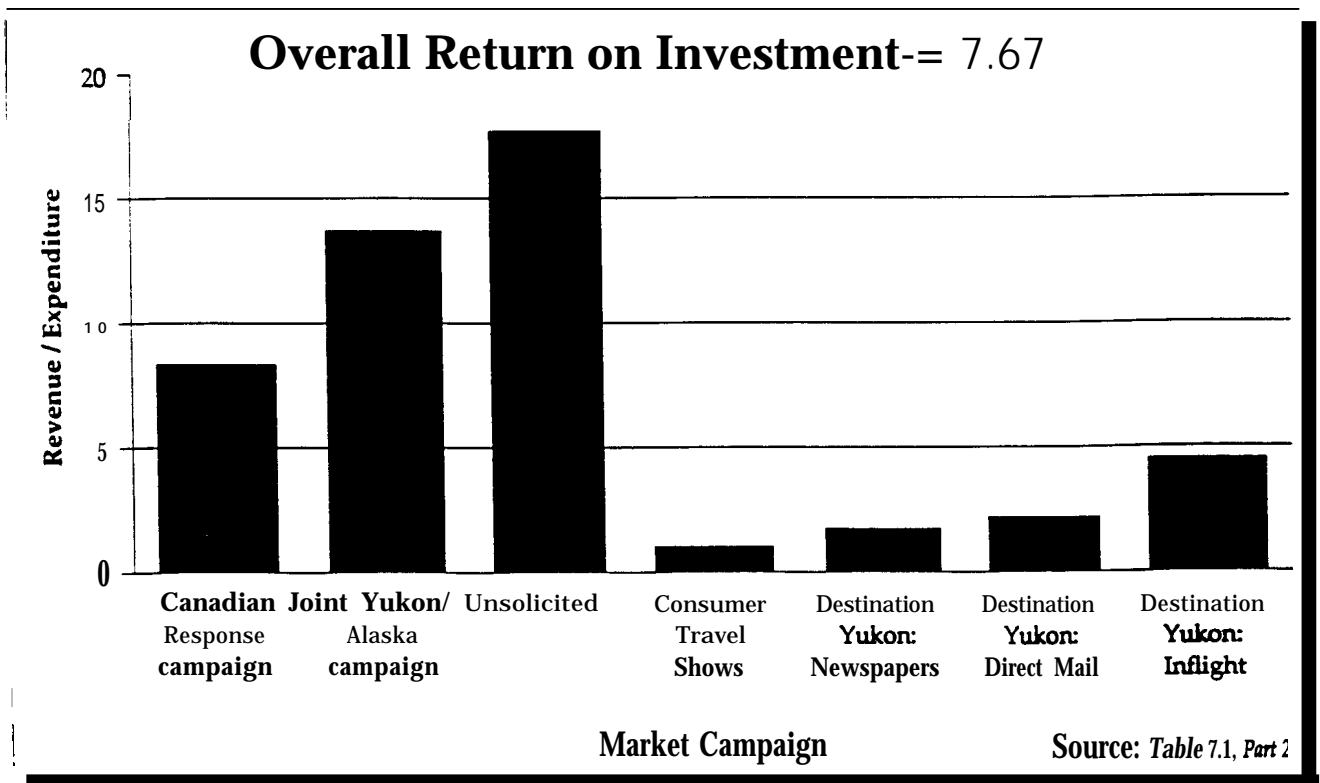


Chart 7.2 Return on Investment, by Market Campaign



8. TRIP PROFILE

Note that, for Tables 8.4,8.5,8.6, and 8.7, the sample consists of those who received visitor information, visited the Yukon, and reported the duration of their trip. Therefore, the total sample size differs from the total given in the tables in **other chapters**.

a) Purpose of Trip

HIGHLIGHTS:

- 25.6% of responding visiting parties said that they came to the Yukon on a VACATION, 19.8% mentioned viewing WILDERNESS and/or WILDLIFE, and 15.5% said they came to experience HISTORY and/or CULTURE.
- 6.3% traveled to the Yukon to VISIT FRIENDS or RELATIVES.
- 16.1% said they visited the Yukon EN ROUTE TO ALASKA.

Table 8.1 Purpose of Trip, Visiting Parties

WEIGHTED

	Responding Visitors		All Visitors
	(n)	(% ^(?40))	(%)
Total Responses to All Purposes	27,118	100.0	100.0
Vacation	6,938	25.6	25.4
View Wilderness / Wildlife	5,377	19.8	19.7
Experience History / Culture	4,206	15.5	15.4
Business	387	1.4	1.4
Visit Friends / Relatives	1,700	6.3	6.2
Outdoor Activities / Adventure	3,129	11.5	11.5
En Route to Alaska	4,356	16.1	16.0
Other	1,024	3.8	3.8
No Response	146	..	0.5

Note: multiple responses possible.

Table 8.2 Level of Satisfaction with Trip, Visiting Parties**WEIGHTED**

	Responding Visitors		All Visitors
	(n)	(% /0)	(%)
Total Responses	9,037	100.0	100.0
Very Good	6,468	71.6	69.5
Good	2,387	26.4	25.6
Adequate	145	1.6	1.6
Disappointing	2	0.0	0.0
Very Disappointing	36	0.4	0.4
No Response	272	.	2.9

b) Level of Satisfaction

HIGHLIGHTS:

- 71.6% of those parties who responded and visited the Yukon indicated that they found their trip to be VERY GOOD.
- 26.4% described their trip as GOOD, and 1.6% found the tip ADEQUATE,

Table 8.3 Intentions to Re-Visit the Yukon, Visiting Parties**WEIGHTED**

	Responding Visitors		All Visitors
	(n)	(Ye)	(%)
Total Responses	8,959	100.0	100.0
Yes	6,509	72.7	69.9
No	589	6.6	6.3
Undecided	1,861	20.8	20.0
No Response	350	..	3.8

c) Return Visitation

HIGHLIGHTS:

More than two-thirds of responding parties indicated that YES, they intend to return to the Yukon (72.7%).

6.6% responded NO they would not return to the Yukon.

20.8% were UNDECIDED on the possibility of a return visit.

Chart 8.1 Intention to Re-Visit the Yukon

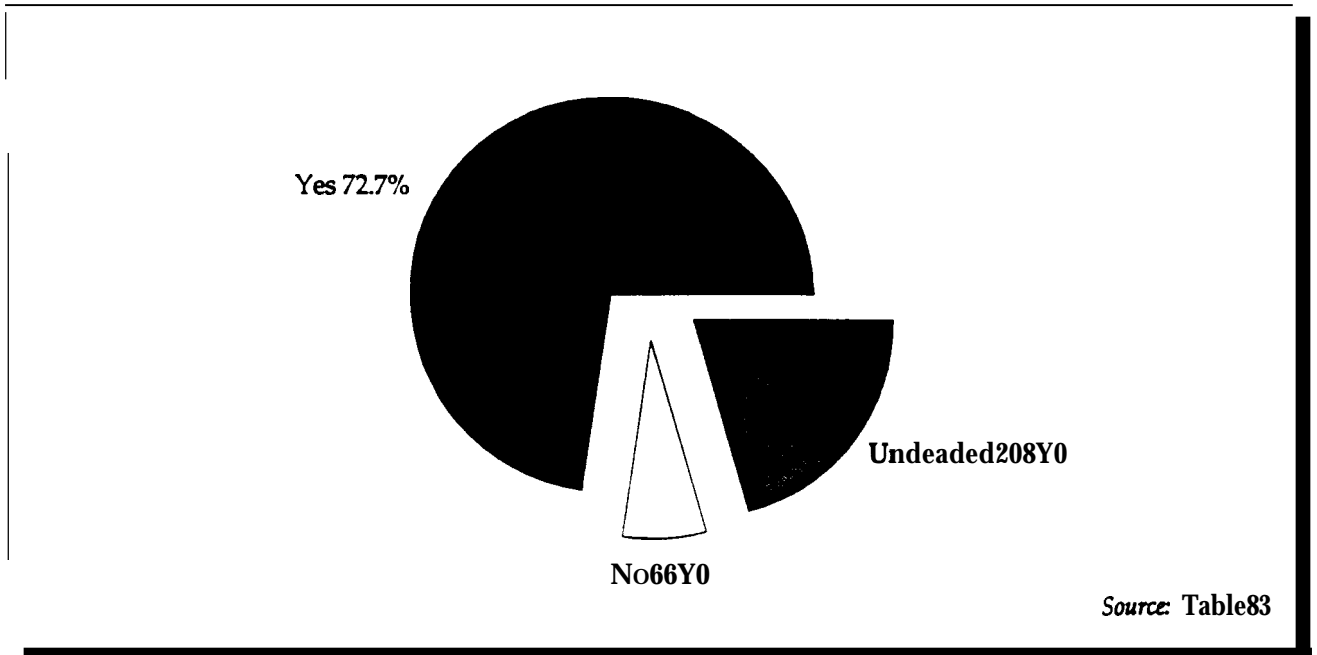


Table 8.3a Date of Anticipated Re-Visit to the Yukon

WEIGHTED

	Responding Visitors		All Visitors
	(n)	(%)	(Ye)
Total Responses	4,895		
1993	1,058	21.6	16.3
1994	758	15.5	11.7
1995-1996	859	17.5	13.2
1997-2000	477	9.7	7.3
Do Not Know	1,743	35.6	26.8
, No Response	1,614	..	24.8

d) Duration of Trip

HIGHLIGHTS:

- 28.2% of responding parties reported spending 8 to 13 nights in the Yukon, followed by 24.4% who said they spent 3 to 5 nights.
- The number of nights spent in the Yukon varied from a low of 6.5 nights for Unsolicited Inquiries to a high of 8.75 for the Joint Yukon/Alaska Campaign.
- Canadians typically spent more nights in the Yukon (8.75) than did Americans (6.25).

Table 8.4 Duration of Trip, **Visiting Parties**

WEIGHTED

		Responding Visitors		All Visitors
		(n)	(%)	(%)
Total Responses		9,060	100.0	100.0
Nights in the Yukon	1 to 2 nights	814	9.0	8.7
	3 to 5	2,215	24.4	23.8
	6 to 7	1,563	17.3	16.8
	8 to 13	2,556	28.2	27.5
	14 to 20	1,340	14.8	14.4
	21 or more nights	572	6.3	6.1
	No Response	249	..	2.7
Nights in Alaska	0 nights	2,364	26.1	25.4
	1 to 2 nights	645	7.1	6.9
	3 to 5	1,217	13.4	13.1
	6 to 7	1,111	12.3	11.9
	8 to 13	1,506	16.6	16.2
	14 to 20	975	10.8	10.5
	21 or more nights	1,243	13.7	13.4
No Response	249	..	2.7	
Nights away from home	1 to 7 nights	664	7.3	7.1
	8 to 13	861	9.5	9.2
	14 to 20	2,043	22.5	21.9
	21 to 27	1,380	15.2	14.8
	28 to 34	1,075	11.9	11.5
	35 or more nights	3,038	33.5	32.6
	No Response	249	..	2.7

Table 8.5 Nights in the Yukon, by Market Campaign

WEIGHTED

	Number of visiting parties	Length of Stay (trimean)
Overall Total	9,060	7.50
Canadian Response Campaign	2,746	8.50
Joint Yukon/Alaska Campaign	2,185	8.75
Unsolicited	3,138	6.50
Consumer Travel Shows	354	8.50
Destination Yukon Newspapers	169	7.00
Destination Yukon Direct Mail	468	7.25

Chart 8.2 Nights in the Yukon, by Market Campaign

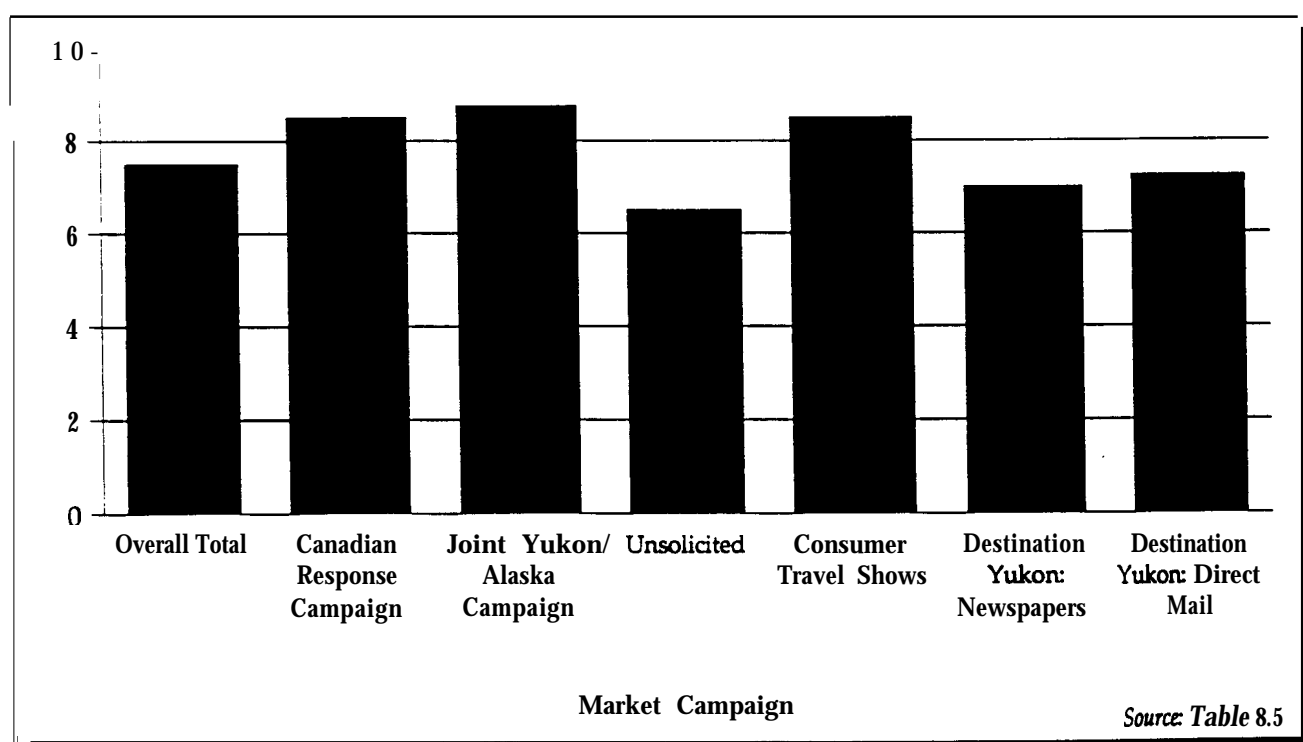


Table 8.6 Nights in the Yukon, by Origin

WEIGHTED

		Number of visiting parties	Length of Stay (trimean)
Total Responses		9,060	7.50
Canada	British Columbia	1,874	9.50
	Alberta	1,435	8.75
	Saskatchewan	323	8.25
	Manitoba	377	8.50
	Ontario	1321	8.25
	Quebec	93	15.75
	Atlantic	106	12.25
	N.W.T.	38	18.00
	Total	5,767	8.75
U.S.A.	Alaska	61	3.00
	Pacific	824	6.25
	Mountain	394	9.75
	NW Central	510	5.50
	SW Central	277	6.00
	NE Central	439	6.00
	SE Central	140	4.00
	Mid Atlantic	221	6.75
	S Atlantic	343	4.00
	New England	83	8.50
	Total	3,293	6.25

e) Primary Destination

HIGHLIGHTS:

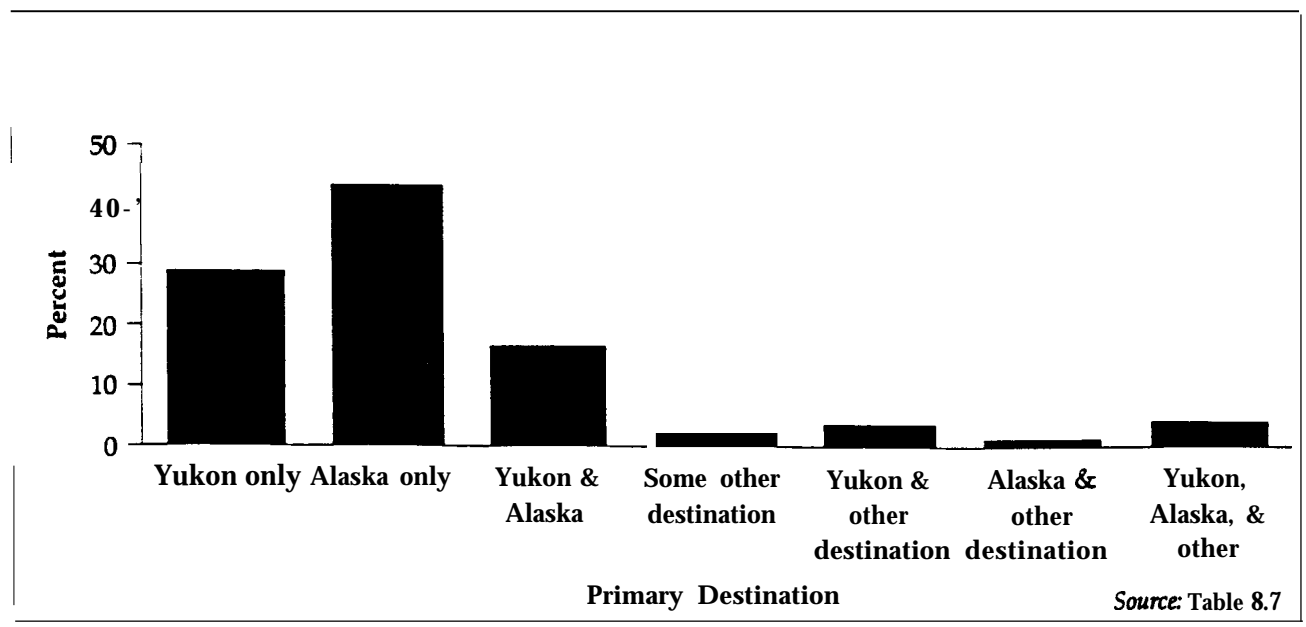
. Most people who visit the Yukon have a primary destination of either Alaska (43.2%), the Yukon (28.90/0), or both (16.6%).

Table 8.7 Primary Destination of **Visiting** Parties

WEIGHTED

	Responding Visitors		All Visitors
	(n)	(%)	(%)
Total Responses	9,061		
Yukon only	2,617	28.9	28.1
Alaska only	3,916	43.2	42.1
Yukon and Alaska	1,501	16.6	16.1
Some other destination	203	2.2	2.2
Yukon and other destination	334	3.7	3.6
Alaska and other destination	115	1.3	1.2
Yukon, Alaska, and other	373	4.1	4.0
No Response	248	..	2.7

Chart 8.3 Primary Destination of Visiting Parties



9. VISITOR PROFILE

Note that in Tables 9.1, 9.2, and 9.3, the sample consists of those who received visitor information, visited the Yukon, and reported the size of their party. Therefore, the sample size differs from those used in other chapters.

a) Party Size and Composition

HIGHLIGHTS:

- The typical party size for all market campaigns was 2.5 persons per party, except the newspaper and Inflight segments of Destination Yukon (2.25 each).
- Only 11.8% of parties travelled with persons under 15 years of age.
- 50.1% of responding parties travelled in groups of two, 17.6% in parties of five or more, 16.2% in parties of four, 8.8% in parties of three, and 7.4% travelled alone.

Table 9.1 Visitor Party Profile, by Market Campaign

WEIGHTED

	Visiting Parties	Party Size (trimean)	Total No. of Visitors
Overall Total	9,151	2.50	43,512
Canadian Response Campaign	2,821	2.50	17,883
Joint Yukon/Alaska Campaign	2,165	2.50	10,015
Unsolicited	3,141	2.50	11,703
Consumer Travel Shows	367	2.50	2,054
Destination Yukon			
Newspapers	169	2.25	407
Direct Mail	337	2.50	1,064
Cdn. Air. Inflight	151	2.25	386

Table 9.2 Visiting Party Size, by Origin

WEIGHTED

		Visiting Parties	Party Size (trimean)	Total No. of Visitors
Total		9,150	2.50	43,512
Canada	British Columbia	1,917	2.50	8,279
	Alberta	1,399	3.00	7,945
	Saskatchewan	323	4.00	3,026
	Manitoba	377	3.00	1,639
	Ontario	1,580	2.50	8,228
	Quebec	93	2.75	289
	Atlantic	116	1.75	727
	N.W.T.	38	3.00	126
	Total	5,342	2.50	30,259
U.S.A.	Alaska	61	2.00	126
	Pacific	840	2.50	2,895
	Mountain	394	2.50	1,982
	NW Central	510	2.25	1,373
	SW Central	277	3.00	994
	NE Central	439	2.25	1,691
	SE Central	140	2.50	382
	Mid Atlantic	221	3.00	1,888
	S Atlantic	343	2.50	1,075
	New England	83	7.00	848
	Total	3,308	2.50	13,253

Chart 9.1 Number of Visitors and Parties, Canadian Origin

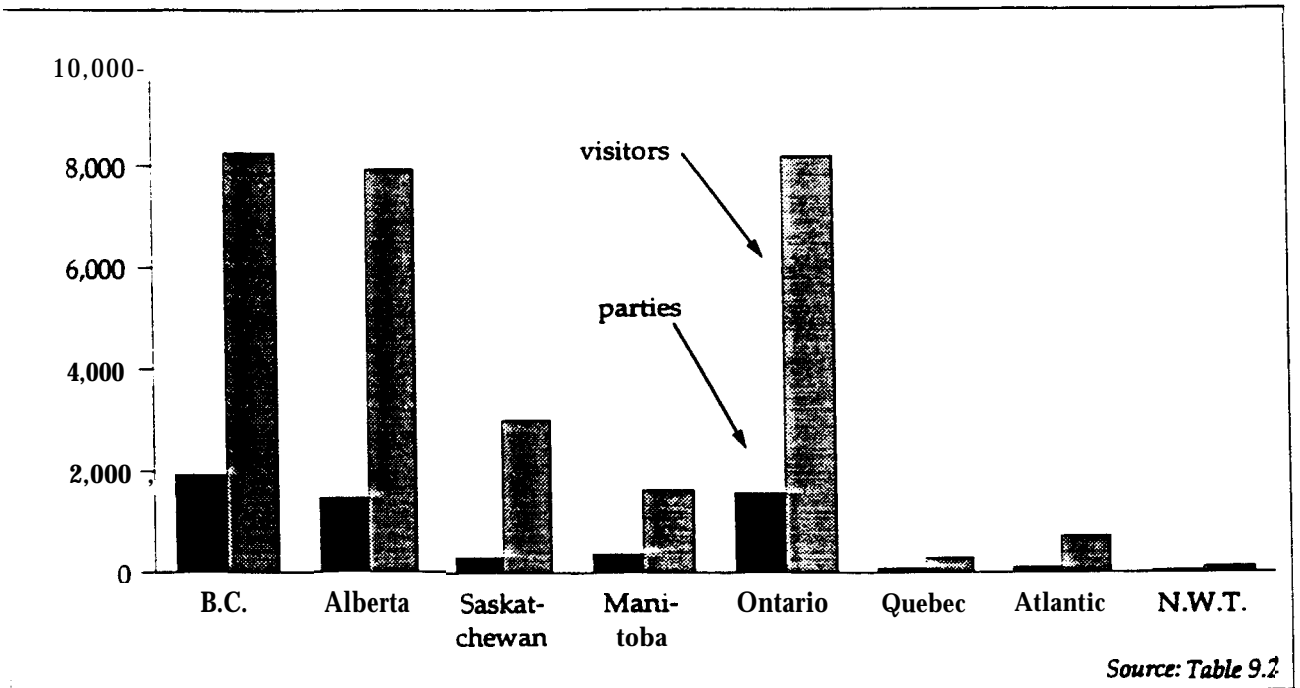


Chart 9.2 Number of Visitors and Parties, American Origin

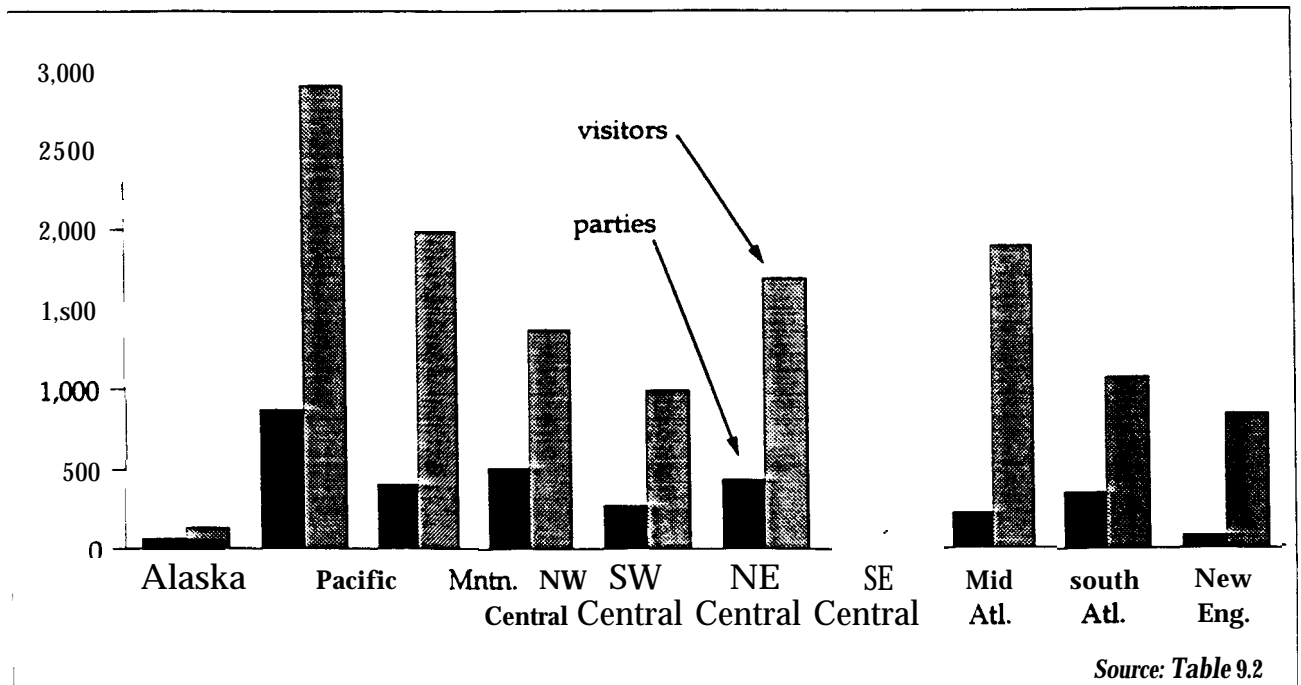


Table 9.3 Visitor Party Composition

WEIGHTED

		Responding Parties		All Parties
		(n)	(%)	(%)
Total Number of Responding Parties		9,150	100.0	100.0
411 Parties	1 individual	677	7.4	7.3
	2	4,582	50.1	49.2
	3	803	8.8	8.6
	4	1,480	16.2	15.9
	5 or more	1,608	17.6	17.3
	Total Responding Parties	9,150	100.0	98.3
	No Response	159	..	1.7
Parties with Individuals Under 15 years	1 individual under 15	443	40.2	4.8
	2	482	43.7	5.2
	3	108	9.8	1.2
	4	13	1.2	0.1
	5 or more	57	5.1	0.6
	Total Responding Parties with individuals under 15 years	1,103	100.0	11.8
	No Response	159	..	1.7
Parties with Individuals 15 years and over	1 individual 15 or over	750	8.2	8.1
	2	5,084	55.6	54.6
	3	729	8.0	7.8
	4	1,329	14.5	14.3
	5 or more	1,258	13.7	13.5
	Total Responding Parties with individuals 15 years and over	9,150	100.0	98.3
	No Response	159	..	1.7

b) Interest Factors

HIGHLIGHTS:

- Asked what first sparked their interest in the Yukon, 24.7% of respondents cited word of mouth, followed 16.1% who mentioned a magazine advertisement.
- Looking at write-in responses, 7.6% mentioned that they had lived in or visited the Yukon previously. 3.2% said that their interest was first sparked by the fact that relatives, ancestors, or friends had lived in or visited the Yukon.
- 4.1% mentioned a general interest in the Canadian North, while 3.1% cited a specific historical or cultural interest in the Yukon.

Table 9.4 Interest Factors

WEIGHTED

	Responses	
	(no.)	(%)
Total Responses	88,973	100.0
Magazine Advertisement	14,301	16.1
Newspaper Article	4,124	4.6
Magazine Article	13,304	15.0
T.V. Program	8,387	9.4
Word of Mouth	21,964	24.7
Travel Agent	748	0.8
Respondent Lived in/Visited Yukon		
Previously	6,728	7.6
Relatives /Ancestors/Friends Lived in/ Visited Yukon Previously	2,865	3.2
General Interest in Canadian North	3,614	4.1
Expo 86	115	0.1
Wilderness/Hunting/Fishing	1,177	1.3
Historical/Cultural Interest in Yukon	2,786	3.1
Trailer/Sportsmen Shows	787	0.9
Interest in Alaska	1,263	1.4
Business/Employment Interest	658	0.7
50th Anniversary of Alaska Highway	776	0.9
Unspecified Personal Interest	5,375	6.0

Note: multiple responses possible.

c) Decision Factors: Non-Visitors

HIGHLIGHTS:

- **33.3%** of those who answered this question and did not visit in 1992 said that they plan to visit the Yukon sometime in the future; 7.1% said they postponed their visit until after the 1992 Alaska Highway Anniversary.
- . 16.30/o cited costs for their decision not to visit, while 11.3% mentioned the recession.

Table 9.5 Decision Factors: Non-Visitors

WEIGHTED

	Responses	
	(no.)	(%)
Total Responses	84,134	100.0
Distance	5,200	6.2
Weather/Climate	950	1.1
costs	13,730	16.3
Delay in Receiving Information	725	0.9
Recession	9,498	11.3
Roads	786	0.9
Visitor Information	417	0.5
Will Visit After 1992	28,078	33.4
Postponed Until After 1992 Anniversary	5,978	7.1
Other	18,772	22.3

Note: multiple responses possible.

d) Decision Factors: Visitors

HIGHLIGHTS:

• 27.6% of visitors who answered this question said that word of mouth caused them to decide to visit the Yukon; 14.1% cited a magazine article as the deciding factor.

• 36.2% mentioned other factors.

Table 9.6 Decision Factors: Visitors

WEIGHTED

	Responses	
	(no.)	(%)
Total Responses	12,856	100.0
Magazine Advertisement	1,063	8.3
Newspaper Article	590	4.6
Magazine Article	1,811	14.1
T.V. Program	883	6.9
Word of Mouth	3,347	27.6
Promotional Show	302	2.4
Other Sources	4,660	36.2

Note: multiple responses possible.

APPENDICES

A. Forms

survey form

Coupon form

B. Methodology

a) Overall Design

A mail-out questionnaire, along with a business reply envelope and covering letter were sent to 8,558 individuals who requested the 1992 Yukon **Visitor** Information Guide.

The sample for the survey was stratified by the source of request (market segment). Table 3.2 provides a listing of the segments surveyed and the sample sizes **associated** with each segment. Individuals with overseas mailing addresses were excluded from the sample frame.

After the data from the returned surveys were entered by terminal, a sample was taken of those who were sent a survey but had not returned it. These persons were selected for follow-up by telephone to be asked whether they received the tourism literature they requested and, if so, whether they visited the Yukon during the past year. Analysis of the telephone follow-up results showed that those who did not **re-**turn the written surveys had a significantly lower probability of conversion. This finding was taken into consideration in the weighting of the data.

A multi-stage weighting procedure was applied to the sample data. The first stage realigned the sample to reflect the proportion of respondents from each market segment. Then the results of the telephone follow-up were applied to reflect the lower likelihood of conversion among those who did not return the written surveys.

All data processing was completed in-house at the Yukon Bureau of Statistics. After being entered by terminal, the data were subjected to consistency checks and appropriately edited. Annotated statistical **summary** tables showing the distribution of responses by key variables were then produced. If appropriate, specialised tabulations and detailed analysis of key variables are available upon request from the Department of Tourism.

b) Sample Frame and Estimate of Error

The sample for the survey was selected from the Department of Tourism's 1992 **Yukon Travel Guide Requesters's Database**. The **database** includes the requester's **name, mailing address, and the market source through** which the request was made.

The **goal** of the sampling was to provide a sound and reliable basis from which to draw reasonable conclusions concerning the effectiveness of the marketing strategy used within each of the selected market segments. Conservative sample sizes

were developed resulting in the random sampling of requesters from within each of the market segments. A sample of requesters selected from each segment is considered sufficient to result in conversion ratios by segment accurate to within 10 percent nineteen times out of twenty. Rolled up to the campaign level, a sample this size is considered accurate to within 5 percentage points nineteen times out of twenty.

c) Mail-Out Procedures

The questionnaire package was mailed out in Fall 1992. The package included an introductory letter promoting participation in the 1992 Yukon Visitor Travel Survey and mentioning eligibility of respondents to win one of four paintings by Yukon artists.

Canadian respondents were provided with a business reply mailing envelope addressed to the Bureau of Statistics. American respondents were provided with a pre-stamped envelope with the same return address as Canadian respondents.

C. Definitions

a) Inquiry Rate

Inquiry rate refers to the number of inquiries received relative to the potential **sub-**population represented by each segment.

$$\text{Inquiry rate} = \frac{\text{Number of Inquirers}}{\text{Total Circulation}}$$

b) Response Rate

Response rate is the ratio of the number of completed and returned questionnaires to the number in **the** particular responding unit (stratified random selection from the coupons submitted).

$$\text{Response Rate} = \frac{\text{Number of Completed Surveys}}{\text{Number of Sample Units}}$$

c) Conversion Rate

The conversion rate represents the ratio of parties who actually came to the Yukon (after receiving the requested visitor information) to the total number of parties who received the requested information. The interpretation of this ratio is not consistently straight-forward since many have decided to visit the Yukon before receiving information. Despite this, the conversion rate is a valid indicator of impact of the information on the **behaviour** of the target population.

$$\text{Conversion Rate} = \frac{\text{Number of Visiting Parties}}{\text{Number of Inquirers Who Received Information}}$$

d) Party

A party refers to a group of persons who, for the purposes of travel, are identified as a functional unit. **Specifically**, a group of persons who share common interests, expenses, or other travel-related activities.

e) Inquiry

A request for information about the Yukon or a specific request for the Department of Tourism's Visitor Information package.

f) Return on Investment

The revenues generated from visiting parties in the scope of the study relative to the cost associated with marketing to those parties.

$$\text{ROI} = \frac{\text{Total Revenues (number of parties x typical party expenditures)}}{\text{Total Expenditures (number of inquiries x unit cost)}}$$

g) unit cost

The total cost of sending one unit of visitor information. (This excludes some internal costs of the Department of Tourism.)

Unit Cost = Production Cost+ Distribution Cost+ Advertising and Media Cost (all per unit)

h) Total Expenditure Cost Per Visitor

The cost of generating one travel party.

$$\text{Total Cost} = \frac{\text{Number of Inquiries x Unit Cost}}{\text{Number of Visitors}}$$

i) Trimean

A useful measure of central tendency that combines both the median and the quartiles in developing an estimate of the "typical" value of a variable.

Trimean = 1/4 (first quartile)+ 1/2 (median)+ 1/4 (third quartile)